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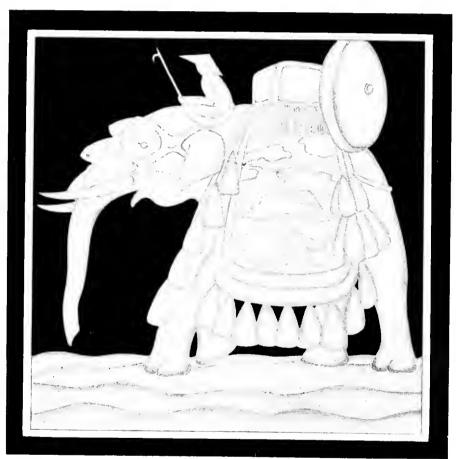
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#### PUBLISHED FORTNIGHTLY



Drawn by Jacques Darcy for Saks & Company

JULY 14, 1926

15 CENTS A COPY

"How Shall We Break the Retailers' Silence?" By Ray Giles; "Is There a Saturation Point in Advertising?" By Norman Krichbaum; "Selling Radio" By H. A. Haring; "The Boom—And After" By Amos Stote; "Do Advertisers Sell Goods—Or Advertising?" By Robert K. Leavitt



Advertising
That Will
Still Further
Increase
the Sales of
Standard Oil
Products

THE Standard Oil Company (Indiana), believing that the best results from their Chicago advertising can be obtained through the use of space in The Chicago Daily News, have made a contract for six full pages in the Saturday Photogravure Section of The Daily News (in addition to their black and white schedule). This adver-

tising will appear at intervals covering a period of six months.

The campaign was written and designed with the specific idea of interesting Daily News readers in the products of the Standard Oil Company (Indiana), as the best means of increasing the dealers' sales.

#### First in Chicago

ADVERTISING REPRESENTATIVES

New York J. B. Woodward 110 E. 42d St.

DERROIT
Woodward & Kelly
Fine Arts Building

Cinicago Woodward & Kelly 360 N. Michigan Ave. San Francisco C. Geo, Krogness 353 First Nat'l Bank Bldg.

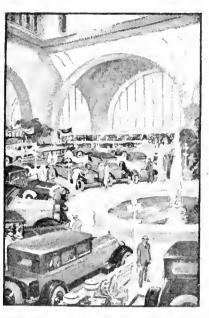


I SOPERATION your motor is the the user of a bitter barrle. On our side are those two destructive allies, deadls heat and friction. On the other is your protor cel. How long your motor lists, how well it performs how much it costs to run, the size and trequency of your repair bills of the first registrong chreerly on the outcome of that war.

the coordinate sharing logist that is postered anto controllable to that oil covers on learning to the oil covers going uncounterankies his ad-order and the off threat excess the viel sours of your motor and comes a tracked at the wholey. The going double of the wholey is that this care to a disolect continuous process. He is the operation for his contract of the backs went motor by outside of the hospital source of the contract of the theory of a most time. And te towerful the ament software for the formation is the re-reportance of the formation is that the outside of the contract of the contract of the con-traction of the contract of the con-

Has the film of radinary oil so often fails

the value consistence of the consistence of



#### But the PERFORMANCE of each one of them depends upon a FILM OF OIL



The FILM OF PROTECTION

ing trotion. Le lash of searing orching heat. Under that punishment, the films of many moror-oils break and bern. Through the broken, shattered film, blinding heat attacks directly the vital motor parts. Hot metal clutes against hot metal. Trection begins its instidions work of destruction

And often, before you even know your motor oil has failed, you have a served piston, a scored cylinder, or a barned out bering.

BEAUN the whole problem of rect oil films, Tide Water technologists spein years in studying nor oils about but oil-film. They made hundreds and hundreds of labora hundreds and hundreds of labora-tory experiments and road tests family, they perfected, in Vecded, an oil that offers the urmost resis-tance to deadly heat and freeting. An oil which gives the "him of protection" time in those sime II at oil longly strated.

Give your motor a real chance to petiorm as well and as economically as it was intended to perform bythe engineers who designed at and

by the engine rewhold signing of raid the cruits one who made in. Pur the Veedol frim of post common that pub. It is your more received displays the orange and block Vocadd signorous Candon a chart who to relieve the Conference of Candon a chart who to relieve the Veedol and vocaporticular in order copiess.

permutati noto (copies). He contraction to the contraction with the cortice Veclarical field to the Orboration to the contraction of the contraction of the theory permutation of the theory permutation of the Contraction of

## Facts need never be dull

THIS agency was one of the first to adopt the policy of "Facts first —then Advertising." And it has earned an unusual reputation for sound work.

Yet this organization does not, nor has it ever, confused "soundness" with "dullness." It accepts the challenge that successful advertising must compete in interest, not only with other

advertising, but with the absorbing reading matter which fills our presentday publications.

We shall be glad to send interested executives several notable examples of advertising that has lifted difficult subjects out of the welter of mediocrity.

JOSEPH RICHARDS COMPANY, INC. 253 Park Avenue, New York City

ICHARDS • • • Facts First • • then Advertising



THE confidence of the public must be earned. It isn't a gift from the gods. It takes time, too, to establish it. A number of good newspapers have come and gone in Indianapolis in the last 56 years, but The News has steadily won a deeper and more enduring public confidence—the kind of confidence that gives an advertising message in its columns much the character of a spoken recommendation from a friend.

BECAUSE for more than half a century The Indianapolis News has steadfastly refused for any reason to jeopardize ever so slightly the confidence of its readers, it is able to give advertisers to an unusual degree the most important of all the plus factors—reader confidence.

An advertiser in The News buys, legitimately, the confidence of News readers in The News for his message.

He is the beneficiary of a public confidence that was 56 years in the building.

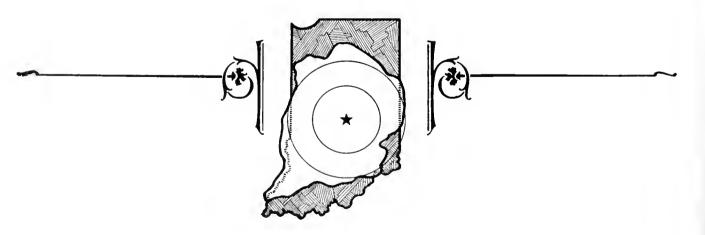
He buys for his product a tangible good-will, based on confidence, that is rigorously protected by the absolute exclusion of doubtful copy from other advertisers that might even slightly impair it.

He enjoys the imponderable yet invaluable distinction of good company.

His selling message is accompanied by editorial matter of distinguished character locally, and nationally respected.

He buys an imperative attention value born of the eagerness with which The News is daily welcomed in the best homes in Indianapolis and the Indianapolis radius.

The News rate is based on the quantity of its circulation, as all rates are This plus factor—this profound confidence, respect and unswerving loyalty of News readers—costs nothing and accomplishes unparalleled results in this remarkable market.



#### THE INDIANAPOLIS NEWS

New York, DAN A. CARROLL 110 East 42nd Street 1

Frank T. Carroll, Advertising Director

Chicago, J. E. LUTZ The Tower Building

and June has chalked up

a few tallies for those who have lined up with the

new school of thought. All

over the world we get rc-

ports of a slow but contin-

uous chilling of the waters

of the ocean. We also get

a creepy feeling when we

go back through history

and find that the years of

world-wide crop failures

appear to have come at regular intervals in con-

formity with definite cycles

of sun spots and tidal ab-

normalities. In the past we

did not have instruments

with which we could measure the daily heat received

from the sun. Nor did we

know very much concern-

ing the effects on the

tides of changed positions

of the sun and moon in

their relation to each other.

Even now we cannot be

sure whether a condition of

## Everybody's Business

## By Floyd W. Parsons

O matter whether I talk to a garage mechanic or a corporation president, I am informed that we are in for a couple of years of very bad weather. Two or three years ago when I got hold of some interesting data that indicated we were experiencing a considerable drop in that new and important curve our scientists call the solar constant, the idea came to me that here was something we might discuss with interest and profit. I could count on my fingers all the men that knew anything about the problem at that time, but it really looked as if we were witnessing the birth of a new art that might be highly beneficial to life and industry.

Since then I have followed developments in this field closely and have not

found any good reason for doubting the soundness or value of the new science of predicting the weather some months or even years in advance. But its accuracy has yet to be proved and I am wondering if we are not commencing to mistake what is still theory for fact. Never has the weather of the future been so effectively advertised. Economists, financiers, industrial executives and business men generally are including the weather problem in their calculations and plans. Surely the spread of the idea of a summerless year in 1927 is a tribute to the power of the nation's press. If this were a psychological problem founded on the action of the human mind instead of upon the uncontrollable forces of nature, there would be no question as to the certainty of the coming of a "year without a summer."

It is a good thing that we are giving thought to the possibility and consequences of a period of poor crops. Being forewarned we may exercise greater caution and thus mitigate the evils of a period of abnormal weather. On the other hand, we must keep open minds in the matter and not forget that this new science of long-distance weather forecasting is still on trial. Perhaps we have the germ of a big idea that can be utilized in a practical way. Scientists certainly are not in full agreement on the question. If the theory is proved to be sound, the officials of the U. S. Weather Bureau will be stark naked so far as any covering of prestige is concerned. They have gone only a very short distance in modifying their opposition to the whole scheme.

The unofficial weather prophets surely have won the first round in their controversy with the Government prognosticators. The unseasonable weather of May



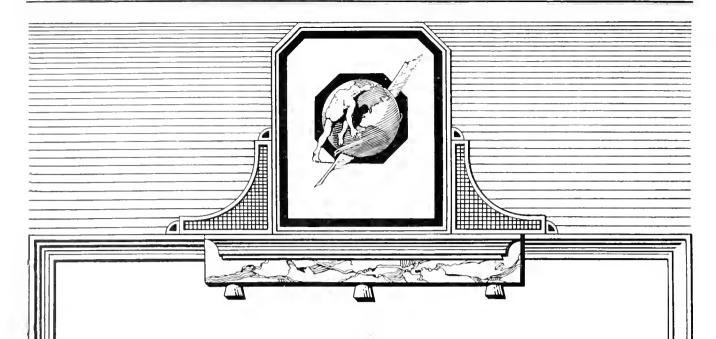
(c) Brown Bro

means more or less heat. The chief exponent of long-distance weather forecasting says that the more spots there are, the less heat we get. On the other hand, Dr. Abbott, an authority on sun observations, has here-tofore held the reverse opinion. A number of these points will be cleared up during the next two years.

We can all be glad that someone started this furore over long-distance weather forecasting. I am willing to give all of the credit to H. Janvrin Browne in Washington who has succeeded in bringing about a degree of healthful activity on the part of those whose business it is to make weather forecasting something more than merely a matter of daily advice as to the desirability of carrying an umbrella. This stirring up of the subject has resulted in expeditions to the North Fole and to Greenland—the birthplace of storms. It is forcing our official weather observers to prove their assertions that weather variations are not due to sunspot cycles and such things, but to dynamic-meteorology, which in simple language means the mechanics of the earth's atmosphere.

People who never before were interested in the sun and things oceanic, are now commencing to study these subjects. The result may be not only the disclosure of knowledge that will greatly benefit industry and save us from the evils of an unexpected crop disaster, but this research may lead eventually to the discovery of the secrets of radiated heat. When we learn how to heat by radiation instead of convection, there will come a revolution in all of our heating industries, and in our mode of life as well.

If science can perform this feat, we will then be freed of some of our worries concerning the future of world weather.



### Blossoms Ahead

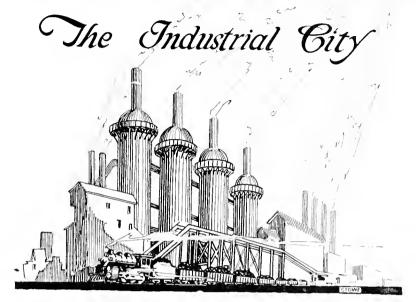
Clients of this agency are not bound by contract. They are still free, legally, after they have appointed us as advertising counsel. The document which makes business relations is more forceful, more effective than any arbitrary agreement. It is confidence, two-sided. Clients come to us because the chart of what we have done for others is a conclusive indication of what we are likely to do for them. We promise little except that we will do the best we know how, governed by a ripe experience. After a year or two of working together, our customers generally find the promises in bloom.

# The Geyer Company Advertising

Third National Building, Dayton, Ohio

WEC

# BIRMINGHAM



# Speeding Up of All Activities to Meet the Demand

Sales of pig iron, coal and coke, Portland cement and other products of the Birmingham District, the industrial section of Alabama, are showing marked revival, and every indication is that there will be a speeding up of all activities during the last half of the year.

The completion of four new open furnaces to produce steel will make it possible to operate all mills and fabricating plants at capacity.

Coal and coke production will be increased to care for the home use and the shipping thru the ports at Mobile and New Orleans.

Great increases will be shown in 1926 in production of the basic materials over the year 1925. In the first six months a splendid showing was made.

Public Improvements of \$3,000,000 for 1926 under way Now. \$4,300,000 Is the Weekly Payroll for Birmingham, Today

The News gives to advertisers: Complete Effective Coverage. True Reader Acceptance, Permanent Prestige, Results—with Profits.

The National Advertising gain for The News first six months 1926—196,588 Lines.

The News continues to be a constant reliable influence in the daily lives of all Birmingham citizens.

# The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

National Representatives: KELLY-SMITH COMPANY

ilding Waterman Building City Boston, Mass. Atlantic Building Philadelphia, Pa. Tribune Tower Chicago, Ill.

Marbridge Building New York City

J. C. HARRIS, Jr., Atlanta

## Sell Your Market at the Core

 $E^{\rm VERY}_{\rm \ heart\ of\ a\ business.}$ 

Before your buying public is sold, every one who sells for you must be sold.

Your own selling force, your jobbers and their selling force, your dealers and their selling force, your bankers,—all the trade factors whose influence counts in carrying your sale down the rapids of trade,—all must be sold.

Consider, then, the part the 225,000 business men who read The Nation's Business play in your selling.

Buyers for your product, yes—but promoters for your sales, too.

## Take the sale of paper, for instance

Paper jobbers and their salesmen, master printers and their salesmen read The Na-

tion's Business—at least the more important and more enterprising ones do.

Advertising in The Nation's Business will sell them on the *character* of your product.

But they also know that their best prospects read The Nation's Business too.

And the knowledge that you are advertising in The Nation's Business also assures them that you are building acceptance for your product with their prospects.

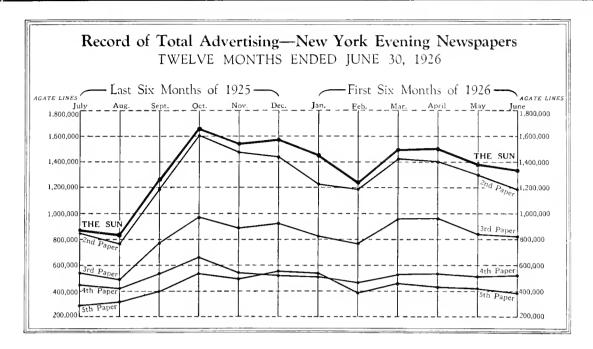
To the sale of the character of your product you have added the sale of its *salability*.

When you advertise in The Nation's Business, you advertise both to the market that **buys** and to the market that **sells** your product



MERLE THORPE, Editor

PUBLISHED MONTHLY AT WASHINGTON BY THE CHAMBER OF COMMERCE OF THE UNITED STATES



## The Outstanding Leader

#### Among New York Evening Newspapers

THE characteristic that determines the productiveness of a newspaper as a medium for advertisers is the kind of people who read it.

If all persons were equally responsive to advertising, then the newspaper with the largest circulation would bring the best results. But persons vary greatly in their needs and desires, in their purchasing power, in their intelligence, in their attitude toward advertising.

And so, newspapers vary greatly in their value to advertisers—in their ability to produce results; and this variation is dependent more on the quality, the responsiveness, of circulation than on the quantity.

The reason why advertisers get better results through The Sun than through any other New York evening newspaper, the reason why they use more space in The Sun than in any other New York evening newspaper, is because The Sun is read by people of more than average means and better than average intelligence—people who have

purchasing power as well as purchasing impulse people of wide activities, many interests and large influence—people who are responsive to advertising.

Among these people The Sun has a larger home circulation than any other New York weekday newspaper.

For twelve consecutive months The Sun has published more advertising than any other New York evening newspaper—an indication of the superior productiveness of its advertising columns.

During this period The Sun published 16 million lines of advertising—leading the second evening newspaper by more than one million lines.

For twelve consecutive months The Sun has made larger gains in advertising than any other New York evening newspaper—an indication that advertisers in increasingly large numbers are becoming convinced of the advantages of The Sun and are satisfied with the results secured through The Sun.

The Sun maintains a rigid censorship on all advertising



280 BROADWAY

NEW YORK

BOSTON
Old South Building

WASHINGTON, D. C. Munsey Building CHICAGO 208 So. La Salle St. LOS ANGELES Van Nuys Building SAN FRANCISCO First National Bank Building

### MR. FORD and the

## Advertising he didn't believe in



APPARENTLY spurred to further economies by the aggressive competition of his rivals, Mr. Ford is reported to have made drastic cuts in his budget.

"Cut it all out," he is quoted in regard to his present advertising appropriation. "I never did believe in it."

Read those last words again. In them you will find the real motive for Mr. Ford's action. No advertising effort can successfully struggle against such an attitude. Sooner or later the advertising campaign not wholly believed in drifts into the lost limbo that is crowded with efforts that were dubiously tried and—not so strange—didn't seem to work.

To our minds the advertising of the Ford automobile lacked what we consider a very essential quality. In spirit, in intent, in message, there was no distinct, quotable theme.

If, for comparison, the name Armstrong is mentioned, you think of beautiful patterns and colors of linoleum for every floor in the house.

Hamilton is the name of a watch so accurate that railroad

men largely favor it. Maxwell House is that fine old coffee served by Southern aristocracy in the halcyon days "befoh de wah."

No matter how many arguments are advanced in the course of an advertisement for any of these products, one argument is invariably paramount. From it the big theme flows.

In our own practice, we believe that it pays to present the theme in the nature of a promise to the reader. A promise of information that the reader needs but did not previously possess. A promise of how your merchandise will work to his great benefit.

What might Mr. Ford promise in his advertising?

The Ford does not use the standard gear shift. Does the planetary transmission promise more in power or economy? The Ford dispenses with a ser-

vice brake on the rear wheels and places it on the driving shaft. Does this make for better braking? If the hand accelerator has advantages not found in the foot accelerator, wouldn't the public appreciate being told?

There are many ways of advertising any product. Work, try, experiment until a sound, workable presentation is found. Make that your theme. Present that theme in as many ways as you can practically devise. But present always that one theme.

A fairly simple test of the value of any advertising theme is this: Does it make for a simple quotable idea? Is it a conception that you and your advertising advisors can give in a few words, quickly—and that busy men and women will unconsciously quote to themselves when they think of your product?

GEORGE BATTEN COMPANY, Inc.

Advertising



## Buffalo the Wonder City of America

# To Financial Advertisers Seeking Business in Buffalo---

O SECURE greatest possible results from financial advertising it should reach the investment buyer of the FUTURE as well as the investor of the present. In the Buffalo territory the News reaches and influences both.

The News is read in more than 140,000 homes in Western New York. Average daily circulation for May was 142,907.

The News has the interest of the investing public because it gives complete financial and business news—all the news and quotations of all the major markets.

The News gives TODAY'S financial news TODAY—when interest is most keen.

The News has unusual reader interest and influence because of its authentic news service and its well-known policy of protecting its readers by careful censorship of all advertising.

The market for financial advertisers is steadily increasing because new people are constantly reaching higher ground financially.

Reach both prospective and present investors in Buffalo by directing your advertising message to them through the paper they read—the News. It can be done effectively and at moderate cost.

Cover the Buffalo Market with the

#### BUFFALO EVENING NEWS

A. B. C. Mar. 31, 1926 134,469 EDWARD H. BUTLER, Editor and Publisher KELLY-SMITH CO., National Representatives

Present Average Over 142.000

Marbridge Bidg., New York, N. Y. Waterman Bidg., Boston, Mass.

Tribune Tower, Chicago, III. Atlantic Bldg., Philadelphia, Pa.



# "Not as many men as possible—but as many worth-while plants as possible"

The visiting manufacturer looked at the subscription man in surprise.

"Do you mean to tell me that POWER doesn't try to get as many subscribers as possible wherever you can get them?"

"Not at all," replied the subscription man. "We of the McGraw-Hill papers are interested in quality, not in numbers as such. Our aim on POWER is to get as many worth-while plants as possible, and then land the responsible man—the man who plans and buys—in that plant. When we find an industrial plant or central station where by some chance there is no POWER subscriber, we send a field man to it and it is up to

him to stay there till he lands the responsible man."

"That's great, but it must be expensive!"

"Of course! How do we justify it? By the fact that this policy makes POWER invaluable to you men who sell power plant equipment."

The manufacturer looked at the circulation man. "Well," said he emphatically, "that puts POWER in a different category from any other power plant paper I know anything about."

POWER—the leading paper of the power field—is the most direct route to the buying power of the industry. Are you using it to widen your market?



A McGraw-Hill Publication Tenth Avenue at 36th Street, New York

# Customers Who "Stay Sold" Are the Backbone of Your Business

Y OU make your profits from "repeaters." The folks who form buying habits and stick to them year after year are the only kind of customers worth having.

City people are floaters. The nature of their environment makes them unstable and vacillating. They are constantly besieged by manufacturers who urge and entreat them to try new things. The alluring advertisements in the many newspapers and magazines they see; the billboards and car cards; the enticing store windows; the many special sales and bargain offerings of the big stores, all clamor for their attention and their money.

They may try your product; they may like it—but the chances of their forming the permanent habit of buying it are comparatively small.

Out in the small town and rural districts an entirely different condition prevails. The country customer buys after due consideration of what you offer him for his money. When the time to buy again comes around, he isn't besought on every hand to try something else. He buys your goods again and again—they soon take their place among the regular family equipment which he continues buying, year after year.

These are the people who will make profits for you. Theirs is the business you should go after and keep after.

They are easy to reach. All their homes, from one end of the country to the other, give a hearty welcome and a careful reading to The Country Newspaper.

Through this ONE medium you can reach 9½ million small town families—reach them in the direct, intimate way that produces profitable results. Use The Country Newspaper as a national medium; or use it to cover such States or zones as your sales problems may make advisable. It will bring you an army of customers that will "stay sold."

The country newspapers represented by the American Press Association present the only intensive coverage of the largest single population group in the United States—the only 100% coverage of 60% of the entire Notional Market.



Country newspapers can be selected individually or in any combination; in any market, group of states, counties, or towns. This plan of buying fits in with the program of Governmental Simplification, designed to eliminote woste.



Represents 7,213 Country Newspapers-47½ Million Readers

Covers the COUNTRY Intensively

225 West 39th Street

122 So. Michigan Avenue CHICAGO

New York City

68 West Adams Avenue DETROIT

# How shall we judge in

### Is not their value based upon the market itself in terms of where that market really buys?

WHERE do the Boston department stores get the bulk of their business? Do they draw their biggest volume from the 30-mile trading radius ordinarily credited to Boston?

They do not. That trading radius contains five other large cities with shopping centres of their own. 74% of all packages delivered by Boston department stores go to homes located within 12 miles.

This is proved by the Clearing House Parcel Delivery which serves nearly all the foremost Boston stores and which does not deliver outside an average 12-mile radius from City Hall because there is not enough business to warrant maintaining such delivery.

64% of all charge accounts in a most representative Boston store are also within the 12-mile area.

#### Why does the Globe lead?

This shows the richness of this territory which has a per capita wealth of nearly \$2000.

And in this same 12-mile area are located most of the grocery stores, the drug stores, the hardware stores, the dry goods stores, served by any newspaper campaign in Boston.

The Globe has the oldest woman's page in America. It is a page edited largely by Boston women themselves.

The Giobe deals with the smaller, local sports as fully as most papers deal with national events. It encourages attention from the high school lad—the man in the suburb.

And the Globe deals with local and national politics, with religious subjects, broadly and fairly.

These are the policies of the Globe. They must be sound if the Globe's preponderance of circulation in the real Boston is accepted as a measure of their appeal.

## Retailers want a concentrated demand

THIN, wide-spread newspaper circulation may get distribution but it cannot build demand.

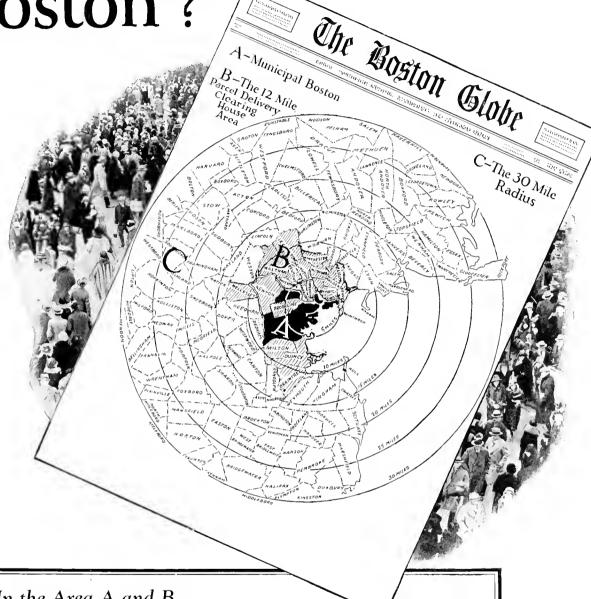
The Globe offers every national advertiser exactly what Boston retailers of every kind want—a concentrated, quantity circulation covering the quality homes that really buy in Boston.

If you want the greatest coverage of quality circulation in the Boston trading territory, buy the Globe *first*.

#### TOTAL NET PAID CIRCULATION IS 279,461 Daily 326,532 Sunday

It is pretty generally true in all cities with large suburban population that, in the metropolitan area, when the Sunday circulation is practically the same or greater than the daily circulation, there is proof of a real seven-day reader interest with a minimum of casual readers of the commuting type.





In the Area A and B,
Boston's 12-mile Trading Area, are

64% of department store charge accounts

74% of all department store package deliveries

61% of all grocery stores

57% of all drug stores

60% of all hardware stores

57% of all dry goods stores

55% of all furniture stores

46% of all automobile dealers and garages

Here the Sunday Globe delivers 34,367 more copies than the next Boston Sunday newspaper. The Globe concentrates—199,392 daily—176,479 Sunday.

The Boston Globe

The Globe sells Boston

# The New York Times

# leads all New York Newspapers in National Advertising

THE NEW YORK TIMES has for years led all newspapers in the United States in volume of national advertising, weekday and Sunday. In six months of this year The Times led all New York morning newspapers in total volume of national advertising weekday alone, and all New York newspapers weekday and Sunday.

#### NATIONAL ADVERTISING SIX MONTHS, 1926

The New York Times	Weekday Agate Lines 1,935,874	Sunday Agate Lines 1,808,358	Weekday and Sunday Agate Lines 3,744,232
Second New York Morning Newspaper	. 1,752,930	1,161,690	2,914,620
Excess	182,944	646,668	829,612

The New York Times gain in national advertising in six months of 1926, weekdays alone, was 322,894 lines over the corresponding period of 1925. The gain, weekday and Sunday, was 636,110 lines over the corresponding period of 1925.

In six months of this year The Times published 15,251,876 agate lines of advertising, an excess of 5,609,058 lines over the second New York newspaper and a gain of 1,664,480 lines over The Times record for the corresponding period of 1925.

The Times is overwhelmingly the choice of national advertisers using only one newspaper in New York, and is the preferred foundation of any campaign using two or more New York newspapers.

Average net paid daily and Sunday circulation of The New York Times for the six months ended March 31, 1926, was 392,695 copies, a gain of 10,690 over the preceding six months—a greater circulation and a greater gain than any other New York morning newspaper of standard size.

# Advertising & Selling

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THE retailer is at once the manufacturer's greatest aid and greatest trial. In his ability to move the manufacturer's goods lies the latter's salvation; his indifference has proved the stumbling block of many a near success. His point of view is widely divergent from that of the man whose goods he buys, and seldom is he gifted with any great range of vision. Ray Giles, who has dealt with the genus retailer under many conditions, writes of him in this issue from the manufacturer's point of view, yet with a sympathetic understanding of his problems. How he can be induced to push one particular nationally advertised line in preference to others is the theme of Mr. Giles' discussion.

#### M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

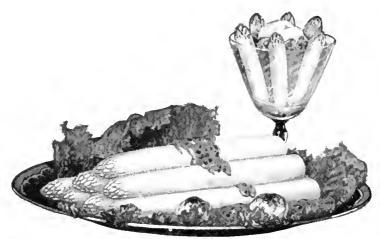
Telephone: Caledonia 9770

NEW YORK: F. K. KRETSCHMAR CHESTER L. RICE SAN FRANCISCO: W. A. DOUGLASS, 320 Market St. Garfield 2444 CHICAGO: JUSTIN F. BARBOUR Peoples Gas Bldg.; Wabash 4000 NEW ORLEANS: H. H. MARSH Mandeville, Louisiana

CLEVELAND:
A. E. LINDQUIST
405 Swetland Bldg.; Superior 1817

LONDON: 66 and 67 Shoe Lane, E. C. 4 Telephone Holborn 1900

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## CALIFORNIA CANNED SPANASUS

DAINTY refreshing summer dishes made better and more easily with California Canned Asparagus. Lazy hot weather appetites—quickened when this delicacy graces the table.

Incold weather too-nomatter what the occasion - any meal lifted above the commonplace—by asparagus, the aristocrat of vegetables.

This is a part of the story being told to the housewives of America through advertising we are directing for the Canners League of California—Asparagus Section a new McCann Company client.

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# Advertising & Selling

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## How Shall We Break the Retailers' Silence?

By Ray Giles

HE president's assistant asked me to go with him to Boston. They had a distributor wholesale there who had done a good job. But there was still room for improvement. It was all about a cigar. That type of cigar didn't (and still doesn't) sell well in New England. We thought we could give her a little hoist aloft. The main chance seemed to lie in getting the jobber's salesmen to talk in such a way to the dealer that he would pass the glad tidings on to the customer. That sounded simple. We had a good story. The jobber was willing enough. He even proposed that a young banquet be served at his expense.

So we went. We got to his office early Saturday afternoon. The boys drifted in, one by one,

and laid down their hods with sighs of relief. Finally they were all there. We went down to the hotel. The dinner was fine. The president's assistant began to talk. He kept it up quite a while. He gave out facts in an inspiring way. I talked, too. I tried not to be too unimpressive. The salesmen listened politely. "This is the life," I thought to myself, "this is putting it across." The president's assistant and I could picture the salesmen all primed up to push Luckys."



Photo by Irving Chidnoff

talk that cigar just as we'd talk it ourselves.

Then the wholesaler himself arose to close the evening. And we saw our whole castle come toppling down from the clouds. He said, "Boys, I'm sure we have enjoyed these gentlemen from New York. It's a good cigar. Now, next week there's a special drive on Lucky Strikes." (Then he explained it.) He concluded, "Forget everything else, and

At all events the ride home through the Cape Cod Canal was delightful. But the prob-lem of getting the manufacturer's talk through to the retailer did not seem quite so simple.

This matter of getting the trade to talk a product leads back, of course, to the salesmen, the jobber, the jobber's salesmen. It is they who must infect the retailer. One sales manager, who has been very successful at getting the dealer to talk up his line, has a motto. He is forever throwing it at his salesmen. Whenever they catch it, it changes their whole attitude. The motto: "Every salesman is sales manager of his own territory."

That is a platitude. We all need to look at our jobs in the biggest possible way if we want to make them count. The salesman is no exception. If he is merely an unloader of goods, the trade is not going to talk much about them. Why? There is nothing in the salesman's outlook or philosophy that provides for the retailer's education. All that is pretty sure to change when the salesman has been well inoculated with his major thought and its logically associated ideas:

- 1. Every salesman is salesmanager of his own territory.
- 2. The jobbers are his assistant salesmen.
- 3. The jobbers' salesmen are his assistant salesmen.
- 4. The retailers are his assistant salesmen.
- 5. The retailers' clerks are his assistant salesmen.

Hence: He must organize a sales force, not merely argue with people about buying. He must get them all to talk his goods, know his goods, believe in his goods, resell his goods. Otherwise, he is not a good salesmanager.

When a salesman actually gets this outlook, it puts his work way up on the highest possible plane.

For the first time, perhaps, he realizes that he must know all he possibly can about the sales possibilities of his field of operations. So he studies his territory more thoroughly. He becomes an authority on its per capita wealth, vocational distribution and buying habits, rather than a specialist on small talk, railroad schedules, or hotel accommodations.

His class of goods may be distributed through several types of retail outlets. Since he must teach them all to sell, he must know the individual problems of each. Thus he may be selling chocolates through drug stores, candy stores, department stores and stationery stores. Each of these assistant salesmen has a different outlook on business. The salesman must understand these before he can adapt his talk to each so that he in turn will want to talk the product to his customers.

DEALERS, like salesmen, are hungry for news to pass to their customers. Here is the key to the problem of getting retailers to talk your product. The manufacturer and his salesmen realize that news must constantly be passed on to the dealer, but very commonly the kind of news which is given out is of no use at all to the retailer with his own trade. For example:

"After July 1 we are going to give you an extra discount on orders for a dozen cases."

"We have just put in a local warehouse so we can supply you better than ever."

"When you look over these photographs you will understand better why our goods are superior to others."

Statements like the foregoing are valuable in selling to the dealer, but they offer him nothing which he can pass on to his customers. For this reason some of the most successful salesmen are those who talk to the dealer in much the same way that they would talk to the man on the street if they were trying to impress him with the merits of their goods. Going a step still further, one sales manager for a house selling food specialties says, "I always tell my men to remember first of all that the dealer should be made a customer for our goods. Probably no grocer ever takes home during the course of his business career a package of every food product that he carries in stock. But our goal is to get him to use our goods on his own table. We will even go to the extent of delivering a few packages to his house. That at least gets him to sample our goods, and usually interests his wife and the rest of the [CONTINUED ON PAGE 58]

## Choosing a Client

## By H. B. LeQuatte

NTO the flood of advice to advertisers on how to choose their agents let us pour a mere trickle of suggestion as to how agencies should choose clients.

Choosing an agent looks fairly easy to us playing on the other side. Having mastered all the impressive lists of clients, all the portfolios of past performances, all the arrays of graphic charts and other solicitation material, the advertiser can't go far wrong if he forgets exhibits and oratory and chooses the agency which he would like to transplant bodily into his own organization. This frame of mind indicates a certain compatibility of temper and similarity of mind which foreshadow long and pleasant relations.

Choosing a client is harder. Clients differ more than agencies. They range all the way from the captain of industry who wants to get the public on more intimate terms with his great business, to the seedy little gentleman with a new china cement or rat poison who is sure he has the answer

to a long felt want. Possibly he has, and he may be the better client of the two. In five years when the captain of industry has given up efforts to woo public friendliness the name of the man with the china cement may be a household word.

Closing my eyes and going over the list of Clients I Have Known in three agencies, which differ about as much as good agencies can, it seems after all that the agency should pick clients by much the same recipe as the one just given to clients for selecting agencies. There is no safe rule but to find the men in an organization with which he and his organization can work constructively and smoothly.

The largest account will be unprofitable and unsatisfactory if it must be handled with constant friction and misunderstanding. Equally unfavorable may be the lack of friendliness and confidence on the client's part which prevents the agency from understanding the real problems to be solved.

# Is There a Saturation Point in Advertising?

By Norman Krichbaum

HEN a certain product (witness automobiles and radio sets) is being made and sold in enormous volume, we can be fairly well assured of hearing, from the omnipresent statistician, ominous rumblings about the "saturation point."

How imminent, if at all, is the saturation point in advertising itself?

The same Mr. Jordan. who regards the street car as a faithful incubator for automobile prospects, is a notable and ardent sceptic on the question of the saturation point in the motor car market. My own feeling is that the saturation point for automobile demand in the United States will be approached when the automotive engineers run out of really significant improvements in the design of cars. There isn't any doubt that most peo-

ple are now discarding automobiles faster than they wear out, which is something of an artificial condition. The average floating stock of used cars not in use, and held by dealers, must reach a tremendous figure.

No advertising man who thinks at all in terms of the future can escape occasional speculation on this "saturation point." Some of them, I believe, have concluded that that point has already been reached in some respects, to which I shall refer.

America has made the institution of advertising so markedly her own that any inference of saturation upon the American stage always seems a bit out of character. America, besides being the unscorched melting-pot, is also the absorbent, with seemingly infinite capillary attraction. America never gets fed up; she can always take more.

This philosophy, which is the stuff of the air we breathe, has never



Ewing Galloway

THE crowded thoroughfares of the advertising world might suggest that a jam is imminent and the dreaded saturation point at hand. There are indications of such a possibility. Avenues remain, however, to relieve the congestion for the man of resource. New appeals and new uses for products, as suggested by the example of the yeast makers, brewers and mustard makers, indicate a means of escape in such an emergency

failed us. And it has passed into the dominant credo of advertising. Yet there are signs here and there, if not of saturation, at least of a humid condition which draws the eye.

ANY media in the publication Man mean in advertising. They are obviously overweight; they carry too much advertising avoirdupois for their own good-let alone the advertiser's. Their problem is to make even a creditable showing in any comparison of publicity content with editorial content. Furthermore, new magazines are born every month, as we must admit, not on editorial demand, but preeminently on advertising demand. Not merely duplication, but multiplication of editorial effort is seen in national magazines and trade papers. The answer is one word-advertising.

Car-card space, outdoor posters,

electrical vantage points, and mail-carrier's bags are likewise sorely tried. As long as people who buy advertising insist on big space, the solution to overcrowding is more media or different media. The eagerness with which radio was at first embraced as an advertising transmitter is indicative of this.

A further presage of waning public interest may possibly be found in the fact that on certain important products copy men seem to have run out of originality. A virtual monotone, a dismal sameness seems to pervade the great mass of eulogies on motor cars, tires, radios, cosmetics, toilet articles. All these commodities depend for their popularity, to a vast extent, on advertising. They need more Jordan's and Jim Henry's.

As the avalanche of such unvaried and homo-

geneous copy gathers momentum, one marvels how and how long people will continue to read and be affected by it. Reader interest, considered in the aggregate, is a more or less fixed proposition depending on how much time thus and so many millions of readers are going to give to advertising. As population grows, aggregate reader interest grows too. But if the master digit representing advertising volume swells faster than a corresponding digit representing the amount of reader interest in the population, it would appear that the justly celebrated law of diminishing returns would get in its work somewhere. This, admittedly, is superficial and homely reasoning, but isn't there a shade of logic to it? Considering the buying public as a sponge, which will absorb some definite top volume of advertising, how is an infinite volume of advertising to be absorbed?

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## The Boom—and After

#### By Amos Stote

EOPLE who were not down here during some of the period of its boom cannot realize what Florida was Words and pictures could not give you the "feel" of it, any more than the libretto can give you the thrill of the opera. Florida did business, millions of business, under conditions and in ways so foreign to established methods that there was no basis for comparison.

So was Florida. Not so is Florida. It is equally truthful to say that people who experienced the whirl and tumult, the thrill and intoxication of the peak of the boom, and then left with their mental faculties sufficiently intact to achieve recovery, cannot picture Florida as she is today.

Experience leaves its mark. She is a lady with a past, wise beyond her years. A new generation of business men is springing up in our most talked of State.

In other words, Florida is about to show this

country a speed in economic operations that will be just as dramatic, and far more impressive, than the boomerang experience. Suppose we examine some of Florida's resources and what is happening to them. The Northern business man is going there with his bank roll and brains, and it might be worth while to find out something of what he will discover and how these findings will serve him.

As transportation is rather important to the man with goods to sell, it is worth knowing that Florida has more nearly doubled the miles of railway to a person than has any other of the southern States. It has nearly double that of Texas, its nearest competitor, which has the stimulus of oil production to set rail building records.

And that is only Florida's start.



Ewing Galloway

PLORIDA does not consider the apparent collapse of the famous "boom" the end of her prosperity. Every effort is being made to prepare for permanent activity, as is demonstrated by the phenomenal increase in railroad mileage, only one of many large operations

> Its record for the last two years beats that of practically any other State in the Union. The Florida East Coast Railway has double tracking from Jacksonville to Miami.

> The Atlantic Coast Line has double tracked the west coast from Tampa to Jacksonville. The Seaboard Air Line has run parallel lines; double tracks in a sense, except that they are separated sufficiently to drain two territories.

THE Atlantic Coast Line and the Seaboard are building new outlets direct from the West Coast of Florida, the long neglected but very fertile Gulf region, to give them immediate contact with Chicago. These new avenues will not only reduce mileage and save time in shipments, but will also relieve that intolerable congestion that has been experienced

at Jacksonville ever since Florida awakened.

These new outlets avoid Jacksonville and any of the entangling influences that have been placed on all traffic. The new way leads through a part of Florida that can do very well with good railroading.

The entering of Pensacola by the Frisco system this last winter offers the Louisville & Nashville some much needed competition. The Frisco is developing Florida's port.

Which leads us very easily to a few well chosen phrases concerning water transportation. We know that Florida has enough coast line, but coast line is no more harbor than fertile soil is necessarily harvest. You have heard much of Florida's beaches and have seen many alluring pictures of them in use, but how about the ports of the State? There are seven or nine actually in use, and they are not merely fishing ports. They are doing a regular freight business.

Tampa is rapidly growing into one of the great commercial ports of this country. Jacksonville, Palm Beach, Miami, Pensacola, Boca Grande, Fernandina, St. Petersburg, and of course Key West, are all doing a very respectable part of their freight hauling by way of their ports. More ports will be, are being developed from the many natural harbors scattered all along both coasts.

Florida roads, over which endless streams of trucks thundered during the tourist season just ended, you know from the books you have read. The State has performed miracles in that direction and is keeping right on with the job.

Paving already contracted for during this year amounts to two hundred and twelve million dollars. Think of the material and mechani-

[CONTINUED ON PAGE 52]

## Selling Radio

#### Best Methods for Sure Profits; How to Keep Radio Sold

#### By H. A. Haring

RADIO selling has been the most disorganized of all the chaotic conditions of the industry. So confused is the retailing situation that the favorite joke of platform speakers has come to be a definition of "a retail radio customer," the most popular retort being that "a radio retail customer is a person without friend in factory or shop and who, consequently, is obliged to pay full price."

The poetic phase of radio selling has been expressed by a Chicago editorial writer thus:

"Radio transports you where you will, like the magic carpet of Bagdad. Radio annihilates distance. The walls of your home dissolve and you step out. Radio knows no limit."

More commercially, a distributor of Portland, Oregon, puts it:

"You can't kick over a piece of paper in the alley without turning up a radio ad."

And the result has been that radio has been bought on impulse, without pausing to sift exaggeration from facts and without realizing that even to log in the other side of the world means, not

enjoyment of the rhythm of Philippine music, but a succession of squawks so faint as to be meaningless. Radio, too, has been sold by what in Pittsburgh they term "sundown workers," as a side-line to this or that, by dealers who did not count the cost of servicing, and whose ear for music was attuned only to the cash-register.

It is advisable, always, to profit from the experiences of other commodities in their struggles to develop a market. Yet in selling radio it is well to remember, not so much radio's resemblance to automobiles or phonographs or electric refrigerators, as its difference; thus will be



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MAKE the prospect do her own demonstrating. Seat her before the set and let her play with the dials. When she gets her first station, she has had her first radio thrill. In case she gets nothing but squawks, she blames herself and never thinks of complaining to the clerk. Many sales have been hindered greatly by the necessity for claborate explanations

avoided those misconceptions that have led to ridiculous radio selling.

RADIO selling is nothing but plain common sense. That common sense has, however, been transported into egregious exaggeration under the spell of the romance of radio. And, in a sordid commercial way, radio advertising flashes have been so lurid that dealer chaos was inevitable.

People buy radios for entertainment.

Entertainment does not require exaggeration. A Detroit down-town dealer said to me:

"Radio has been over-sold by its of study to operate.

friends. It's developed the biggest bunch of liars of anything in history. Even the man who will be truthful about his golf score and the fish he catches, will lie high and fancy about his radio.

"The salesmen take advantage of this, and fill the prospect full of hopes that no radio set can live up to. People themselves are unreasonable. A man fishing around for distant stations is just playing, taking a chance. He might not mind sitting out all day fishing in the hot sun without eatching anything. But if he doesn't get any bites on his radio, he comes tearing down-town and bawls out the dealer. That's about as logical as scolding the sporting-goods dealer for selling a hook that wouldn't catch fish,"

Another illustration of exaggeration, with a lesson from player-piano selling, came from a fine New Jersey department store:

"It's time to drop the nonsense in selling radio.

"We used to sell playerpianos by telling them any youngster could operate the player and get music like Paderewski, but we hadn't the courage to explain to them that a player-piano is made of more than 20,000 parts;

that it has glue and felt and belts and pulleys and bellows; that atmospheric conditions play havoc with its tone; that it will swell if the house is damp, and dry up if too hot.

"It took me years to learn the error of my ways. For we found that they sat the youngster down on the piano stool, as we told them to—but nothing came of it except damage to the piano. Why, even an oldster couldn't have gotten music—that is, the kind that comes from skillful manipulation of the player, the kind that gives the thrill of creative art as much as though it was a real musical instrument with a lifetime of study to operate.

"Radio needs the same thing. Selling radio at this store, in the future, is going to be selling radio to people who will be told (1) what to do; (2) when to do it; and (3) why they should do it-all the way from testing their batteries to running over the wires periodically for transmission leaks,"

Exaggeration in selling tends to go hand-in-hand with cheap sets. Good sense tells that an article may be too cheap to be worth anything. In general, price and quality move in parallel lines. Meritorious though a \$5 radio set may be, it is beyond the

bounds of manufacturing economies for such a set to equal the performance of a \$50 set, much less one that lists at \$150.

The fundamental trouble with cheap radios is that of all cheap merchandise: such sets are good enough to look at and well enough made to hold together until customer the gets them home, but they lack guarantee either of maker or dealer. The cheap radio business is a lottery. Occasionally, with about the lottery's probability, a set will be bought that is rightly tuned and balanced, and, if the purchaser buys also first-grade tubes and batteries and is himself a radio genius, he has a suc-

cessful and satisfactory purchase. But the success lies with himself and not with the cheap thing he bought.

One important dealer in Cleveland speaks of cheap sets as "home wreckers," his explanation being that they never give entertainment to the home but serve as constant irritants to the wife, who grumbles that her husband has wasted what he paid.

Cheap radios include "distress merchandise"—over-stocks, obsolete models, factory "seconds," tradems, repossessions, bankrupts' clearances as also tens of thousands of sets manufactured expressly for the cheap market "because the people are so radio crazy that they'll buy an empty box if it has a radio name on it." One manufacturer proposes "Empty-dyne" and "Fool-you-dyne" as fit names for such orphaned and no-name sets!

Some dealers defend cheap sets as "come-on" merchandise. They think of them as baits for better sets, on the theory that once a radio enters the home the family will no more do without it than they will live without hot water at the tap. Truth there may be in this theory. We shall not discuss it. We shall, however, counsel the dealer in cheap sets to study carefully his servicing costs. He will find that on cheap sets his first profit is narrow; that servicing runs higher for the cheap sets than for the better ones; and that the expense of keeping the



. Courtesy Radio Retailing

RADIO should be sold in the shop, "as is," like other mer-chandise. Home demonstrations add terribly to the cost of selling and open the way for servicing to keep the set sold. A demand for such a demonstration is the easiest way to avoid signing on the dotted line right on the spot. It makes trouble

shelves quickly swallows up the profit.

radio selling is like other selling. The radio set is not carried out under the purchaser's arm. When the "sale" is made and the first payment received, the dealer's troubles have, in a sense, only begun. The set must be installed, demonstrated; the customer satisfied, and kept satisfied for six or eight months. Only a handful of radio sets are constructed as merchandise should be. Cheap sets, for the dealer, are a gamble.

NE pronounced tendency for 1926 is the reduction in the number of makes carried by dealers.

Radio selling has been so chaotic, and the demand so impulsive, that dealers have felt themselves unable to gauge public taste. "Competition has been stronger in the ad- will do well to cut his line.

vertising than in the manufacturing," in the words of the acknowledged leader of all radio. Dealers. therefore, made no attempt to decide as between rival claims to radio superiority. They stocked them all.

Now, in the early summer of 1926, dealers are applying common sense. In the words of a Cleveland dealer; "The more makes we have on the floor, the harder it is to sell any. Customers become confused and ask what is best." A Chicago department store, with eleven manufacturers' sets on display, makes this com-

ment: "A poor child with a single toy at Christmas is happy; a rich boy with a roomful of mechanical toys is awed. The chances are that he will leave them all and go outside to play in the snow. Something the same occurs with us-people window-shop in our radio department and go home to think it over, ostensibly, but actually to buy elsewhere."

of In one New York's largest radio outlets, seventeen makes of March, 1925 had dwindled to eight in April, 1926, and, "those eight will be down to three by August," according to the manager's statement. Another big metropolitan outlet,

cheap set from returning to his own doing "often \$50,000 to \$60,000 of radio business in a day" at the It is a misconception to think that height of the season, carried seven makes last winter, but the manager tells me: "Those seven stand on the floor today. By autumn four of them will be goners. Three will make us a complete line." largest single radio retailer in the country has represented nine or ten makers, but the president says: "Four are enough, and four makes will be our total line."

> The conclusions to be drawn from these statements are self evident. What the important radio dealer finds necessary, the small dealer should accept as advisable. If the large dealer, with forty floor salesmen and twelve clerks who do nothing but write up sales contracts, finds selling impeded and confused by seven makes of radio, the smaller store with two or three salesmen.

> > [CONTINUED ON PAGE 46]

## Educative Campaigns That Fall Short of the Mark

### By Blanche Theodore

WOMAN standing on the purchase side of the toilet goods counter might be correctly said to be Eve and Lilith, plus varying degrees between the two. Eve -beautiful, naughty, tempting, but inclined to be good withal; poor Lilith, shorn by legend of her mystery, becomes merely a bad, beautiful, greedy woman, who hopes (by her irresistible charm) to knock 'em flat, and never, never see 'em get up again. Eve, wistfully or otherwise, wants to be beautiful. Lilith is determined to be, for beauty constitutes her stock in trade. And yet it takes a determined. a very determined Lilith to find out today what will make her beautiful.

Oh, you will say, there are plenty of advertisements, educational advertisements, conversational advertisements. illuminative advertisements, advertisements which tell you plainly, simply, convincingly, just what to do about every ill under the sun, even the ill of dropped chins, loose skins, all the inimical, regressive things which make women ugly ducklings instead of smooth skinned Liliths. Better, more comprehensive advertisements than have ever been seen before! True. And plenty of women read the ad-

vertisements today, but still plenty of them don't, or fail to comprehend the don'ts do, that we want to think success of cosmetic manufacturers in the last few years demonstrate that women want to be beautiful if they can find out how.

Manufacturers

of the illusive beauty contained in a pot of cold cream, or a bottle of astringent, have presumably four outlets for their products: their own beauty salons, if they are that kind of beauty dispens-



MOVING cosmetics from dealers' shelves to consumers' dressing tables involves much more than the mere pushing across a counter of various jars and bottles by a not particularly interested salesperson. Women who patronize such counters are beset, as a rule, by certain inhibitions which the manufacturer endeavors to overcome by advertising. The solution to the problem, however, rests largely with the salesperson, whose indifference has ruined many an elaborately planned and financed campaign

ers; agencies they appoint in different places; direct mail, which is a when they do read. And it's what tremendous thing in some instances, and retail stores, their closest conabout. For the amazing growth and tact with the mass of their prospects.

> MANY of their prospects go to the beauty salons. Some of them are intelligent enough to go from one to another until they find just the kind of preparation they want and just the kind of treatment suited to their newly awakened cosmic urge.

But many of them don't; psycho-

logically, because they never have and are afraid to. Women who go to those places don't talk about it. Or they don't know any women who do go, and they think that it's only the four hundred or the professional women who boldly seek for something as personal as beauty. For it is personal. It is something to be sought wistfully. And that's why a woman must be led or fascinated into buying something to put on her face, which she hopes will be translated into a fine, soft skin, sparkling eyes, youth, beauty, fascination, charm.

And what does she meet in the retail stores? Indifference, and sometimes worse even than that, ignorance!

This, despite the fact that the beauty manufacturer pours educational literature fairly by the ton into the hands of the buyer for the salesperson and very frequently gives talks for the benefit of the salary check of the person who stands on the selling side of the counter. Often, the manufacturer, too, uses the "hidden demonstrator" to show the salesperson some of the rudiments of suggestive selling. This ignorance exists, despite the fact of rapid growth of the cosmetic business during the last few years,

and also despite the fact that the salesperson can open any magazine and in a few minutes of study learn a great deal about the line of goods she is carrying? But does she? No!

Yet the retail store is potentially the biggest outlet for the sale of cosmetics, the natural place a woman would go to for advice if she isn't clever or observing enough to get it from the plethora of national advertising, or even from the beauty specialist, who is waiting with outstretched hands to sell her a whole line of pigmented beauty aids.

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WHERE are the snows of yesterburns? Both—report our field agents—are gone, but not forever. The deskridden city man, with skin as white as his proverbial collar, remembers the one but not the other. That sunhurn means more than merely an attractively brouzed epidermis, that it means raw skin, sleepless nights, fiery blisters—all that he has forgotten until another session of sun-worship arouses his lethargic memory—too late. It is the philanthropic—and forcefully achieved—purpose of this Unguentine series to visualize for the short memoried multitude the probable but not the inevitable



Photographs by Oliver Calvert Underhill



# Is Cooperative Advertising Here to Stay?

By W. S. Hays

Secretary, National Slate Association

OOPERATIVE advertising can and will be a permanent asset to American business as long as it is founded on good advertising and economic principles, conducted according to sound plans properly administered, amply financed and successfully carried over a long enough period to register results.

During the past ten years manufacturers in many and varied fields have worked together to enlarge the market for their class of product. During that time we know that more than thirty-three campaigns have actually succeeded.

How many pioneers of this new use of advertising are still in the picture? What lessons do their years of experience teach industrial advertisers? From those campaigns started and not now operative, what lessons can industrial advertisers draw? Are industrial and technical advertisers capitalizing and coordinating their own efforts with the cooperative advertising of their own and other industries?

Cooperative advertising, if economically sound, should be able to accomplish better and more cheaply certain objectives than the contributors or members could individually. If it does, it is bound to stay. For the moment, let us examine only the picture of cooperative industrial and technical advertising, and define the strength and weakness of this new method of promoting business.

The success of a cooperative advertising campaign depends upon so many factors that it is not surprising that some efforts may have met with disappointment. A careful reading of all books and reports on the subject and a thorough survey by the writer for several years, and from actual experience in varied cooperative advertising efforts, indicates the chief causes of failures of cooperative campaigns to be:

A—No definite objective, or objectives unsuited to advertising.

Portion of an address before the Philadelphia Convention, A. A. C. of  $W_{\star}$ 

B—Expectations of accomplishing the impossible.

C-Lack of leadership.

D-Insufficient funds.

E-Poorly planned campaign, lack of agreement on details.

F-Lack of intelligent administration.

G—Too short a duration of effort to permit successful achievement.

H—Poor coordination with contributor's ales and distributing facilities,

1—Ignorance and neglect of true marke conditions and general buying habits.

conditions and general buying habits.

J—Lack of knowledge and use of publicity or "news" to supplement space and direct-by-mail effort.

K—Failure to use all media and methods in proper proportions and relations.

L—Unwillingness to simplify varieties or standardize specifications for production and use of product to eliminate avoidable complaints in service or marketing difficulties.

Many of these pitfalls would cause the failure of any industrial advertising. Still many of us go on struggling with our individual advertising in the face of the obstacle of one or more of these causes of Nevertheless, our indifailure. vidual advertising remains. fore, why should not cooperative advertising? Because we are serving several masters, and results must show to hold interest and keep support, whereas an individual concern will always do more or less advertising, be it good, bad or indifferent. Our problem is to offset these stumbling blocks as much as possible until we can get the support of our organization to change the elements of our effort to include the best practices in other campaigns.

NE active association of large manufacturers has not made a success primarily because the members cannot agree on the details of the campaign. They cannot agree as to media, as to the appeal to be made or to the general purpose. In this case, the committee is far too large. The American Face Brick Association has an advertising committee These men are not priof three. marily advertising men, but business men who are willing to consult with those who know advertising thoroughly and are capable of planning a campaign. They have been fortunate in having one of the best

association advertising men directing their campaign. Campaigns are sometimes discontinued because they are thought to have accomplished their purpose. The National Terra Cotta Society is one of the advertisers who believe that about their consumer advertising. It is a fact that they made the public "terra cotta conscious," and they secured a wide recognition and use of terra cotta. But with the staying power of cement, stone and other cooperative advertising, aren't they going to sacrifice some momentum? Is there not some objective for them to keep after? At least they are keeping up their architectural and technical advertising. On the other hand, we know of other consumer advertising suspended because of lack of dealer contacts and follow through effort to capitalize interest aroused to sales. Trade fences and forces must be well organized to secure the best results.

IVEN a definite aim, a wellplanned campaign, led by men of influence, backed by trade teamwork, adequately and justly financed and efficiently managed, there is no reason why there should be more uncertainty in cooperative than in individual advertising. The advertising, of course, should be managed by a man with a marketing sense, whether it be his sixth or hundredth campaign.

A careful examination of advertising records reveals the problems that have been met by association or cooperative advertising:

1—Habit forming campaigns, educating the public to new methods: 2—Concentrating demand on smaller number of styles, thus allowing simplification of manufacture; 3—Protecting an industry from attacks because of popular misunderstandings: 4—Promoting sales by forming general background for individual members advertising; 5—Increasing, through advertising, the consumption of an established article: 6—Correcting bad trade practice by advertising; 7—Overcoming seasonal disturbance: 8—Teaching the public to recognize and appreciate quality: 9—Teaching the public advantages of materials being sold in highly competitive markets; 10—Coordinating plan.

Cooperative advertising is rapidly passing beyond the experimental stage; it is proving itself. Failures

[CONTINUED ON PAGE 66]

# Do Advertisers Sell Advertising —Or Goods?

#### By Robert K. Leavitt

Secretary-Treasurer, Association of National Advertisers. Inc.

N a certain occasion, now happily in the remote past, I had been making a speech, as who in his vanity has not. To the members of a vigorous advertising elub in a large city I had been laying down my ideas of the way advertising pays for itself as a lubricant of the process of distribution, of the ways in which it cuts distribution costs and the way in which advertised goods are better and cheaper. The inference was that my auditors were to take the pearls of thought I dropped and cast them before those malicious non-advertising who were in competition for their business

The inference got across if the pearls did not. For after the formal rustle of polite applause had subsided a gentleman in the rear of the room arose and said, as nearly as I can remember, something like this:

"I am in the bakery business here. My bread is heavily advertised. It sells well. We make money. But every once in a while we run into a grocer who throws out our loaf and takes on another that is unadvertised, just because it is a cent cheaper. What am I going to say to a man like that to get him to stick to my line?"

I don't recall just what sententious advice I gave that gentleman, and I don't suppose he does either, but it was something to the effect that his bread must be better because, being advertised, it must be easier to sell; and that the grocer who saw that extra cent and not the great, invisible power of advertising must be blind, or nearly so. Those may not have been the words, but it was fat-headed counsel, as most advice is.

The sensible response to have been made to that gentleman didn't occur to me until I was helplessly stowed in a train going away from that place. It's always like that. But I made a note of the reply at the time and ever since have been



vainly hoping that somebody would ask me the same question, so that I could spring the warmed-over wise erack on which I had thus, if I may mix a metaphor, taken a rain-check.

A<sup>NY</sup> man of sense would have asked my questioner, "Is your bread worth the extra cent? If so you ought to know it. If you don't know it you ought to find out. And if it is worth at least that other cent in intrinsic value and salability, you ought to be able to prove it; first, for your own assurance, then for the proper equipment of your salesmen, then for the satisfaction of the grocer, and lastly for the conviction of the consumer. If you can prove this you're all right and your advertising is right. If you can't, your competitor is right and either you or your advertising are wrong. If you can't, you may be making money but you're making it at the expense of the public. That, of course, is your business, and don't let anyone preach to you about it. But don't preach, yourself, about the advertising of your goods unless that advertising effects a real economy not only for you but for your distributors and for the consuming public as well."

Too many of us, I think, are as ready as I was, standing there filled with the delusions of grandeur which suffuse the amateur afterluncheon speaker, to justify advertised goods simply because they are advertised. Too many of us are so sure of the real economies which advertising can effect that we forget that it does not always effect them. Too often we forget that the only real test of advertising, in an economic sense, is its influence upon the value, availability and satisfaction of advertised goods.

That advertising, by making advertised goods more salable, reduces the other costs of selling those goods, is an axiom among well-informed men. That advertising, by making quantity selling possible, also brings about the economies attainable in quantity production is likewise a maxim ready at the tip of every advertising tongue. That it increases the availability, reliability and reputableness of goods; that it is a tremendous educator of the public and an important factor in raising the standard of living, and that it makes possible the highest standard of periodical journalism in the world's history are also amply substantiated claims for the justification of advertising.

But the important thing to notice is that advertising confers these benefits upon the public, which it serves, in the majority of cases—perhaps—but not necessarily in the case of every advertised commodity.

That it does so by-and-large is amply attested by the preponderance of advertised brands among those sold over the counter. It is proved by numbers of surveys, such as that quoted by W. S. Lockwood, advertising manager of Johns-Manville, Inc. ("Who Pays to Advertise?"—Collier's Weekly, June 23, 1923), to the

[CONTINUED ON PAGE 76]

### THE · EDITORIAL · PAGE

#### A Report of Progress

T O the business man interested in cleaner advertising and more wholesome relations between the manufacturer or producer and the ultimate consumer, the fourth annual report of the Better Business Bureau of New York City will prove good reading.

It is a report of progress, not the ordinary "progress report," but progress in the way of case after case of erring advertisers brought to their senses, by moral suasion where possible, by legal means where necessary

Entirely aside from the impressive showing of concrete results, we are interested in the fundamental soundness of the philosophy on which the bureau is operating. It is not confining itself to policing the advertising columns for the purpose of ousting flagrant violators. To quote from its report, "The force of example has also been used; it has been necessary to reduce the little errors of big business in order to remove some of the big errors of little business."

In this latter work every advertiser, New York or national, can help, for if all will scrutinize their own advertising to reduce the "little errors," the whole tone of advertising will be raised and "the big errors of little business" will be the more easily curbed.

#### ೦೦೦

#### Sugar and Advertising

**F** EW students of selling through the grocery store have knowledge of the fact that sugar comprises nearly 14 per cent of the average grocer's total sales.

The sugar advertiser of the United States cannot claim much credit for this; on the contrary, the average woman knows less about sugar and what she can do with it than she knows about most other products. The sugar advertisers have left it to the food cranks to discover brown sugar, while the average home has missed the pleasures of home candy making because there has been nothing like the educational advertising expended on it that toilet soaps or even yeast have used.

The sugar industry has been in the doldrums in recent years, but it is now emerging. Over-production is one of its ills. But certainly the American people show no reluctance to eat sugar. They are merely ignorant on the subject, largely because sugar advertising has lagged behind that of practically every other commodity going into the home.

#### ಂ≈ಾ

#### Canners Link Quality and Advertising

No field has had such a disorganized condition in relation to branding and advertising as the field of certain types of canned foods, especially vegetables. The canned food industry of late years has sharply divided itself between the wise virgins and the foolish virgins. Those who took pains to establish good and uniform quality under a brand name, well advertised nationally, have made splendid records. Those who clung to the old methods of private brands and undependable quality have seen little progress or profit.

At the recent National Wholesale Grocers' Conven-

tion, Elmer E. Chase, president of the National Canners' Association, frankly agreed that most of the talk about cleaning house and improving quality in canned foods had been temporary lip service. "We must stop putting into cans food that is a source of dissatisfaction to the consumer, before we are ready to profit by a fund for continuous advertising of canned foods," he said. Mr. Chase should be honored for his courage.

The American housewife has, on the whole, been exceedingly generous in her attitude to canned goods. She has, nevertheless, clung to her suspicions about canned foods in general, although liberally patronizing the known quality manufacturers. The chief sufferers have been the shortsighted canners who haven't learned that advertising and quality are blood brothers.

#### 0.00

#### Anniversary of a Philosophy

THIS month the George Batten Company is celebrating its thirty-fifth anniversary. To look back over thirty-five years of advertising agency experience is to realize that such an anniversary is not so much the anniversary of a company as of a philosophy.

True of any business, this is especially true of an advertising agency, which does business almost entirely with ideas, rather than with buildings or equipment. This was brought out with peculiar force when the Batten Company moved to its present offices. Not a stick of the old furniture or a piece of the old equipment was moved. The men and women who make up the Batten organization simply went to a new address one morning, taking the philosophy of the founder along with them, sat down at new desks in a new building and started business where they had left off the night before.

The philosophy, then, and not the furniture of an agency, should be the criterion by which it should be judged.

#### $\infty$

#### Paper Bullet Advertising

PEOPLE who have not seen the Chinese revolutionary fighting do not know what a farce it is. The troops go into battle with sunshades or umbrellas over them, and they fire paper bullets in many instances, as they have really no desire of hurting each other.

There are tempting analogies in this to some kinds of advertising. Advertisers so often—literally and figuratively—use paper bullets in their campaigns, harmless because they are prepared and aimed in a listless manner; in a dull, routine, precedent-following manner. There are other advertisers, too, who may be said to go to the advertising battle with sunshades and umbrellas over them. They prettify their advertising when they should give it hard-hitting effectiveness; should break new ground; should arrest the reader's thought with new ideas.

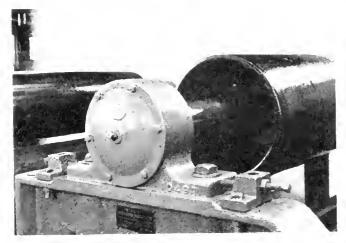
Neither war nor advertising is exactly an afternoon tea, and paper bullets and sunshades bring few orders. They have done much to put waste into advertising and to keep advertising fixed in the minds of some business men as a fancy decoration on business life.



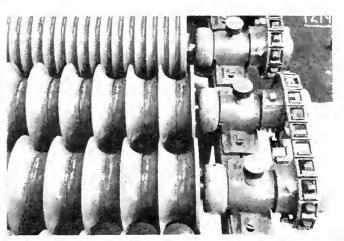
A large machine lighted by means of a spotlight. Dark corners were given more light than could have been given otherwise. Pulleys were painted blue to break the monotony and to make the picture stand out. The piece of paper underneath car helped reflect light.



A portable car puller. The steel truck was painted black, the car puller gray and the capstan on the puller blue. Notice how well the gray shows detail, while the black absorbs the necessary light. The background was hazed by a man walking back and forth



A close-up taken to show a bit of detail. A 500-watt bulb with reflector was used for general illumination, while the bearing was highlighted by means of a 1000-watt theatrical spotlight



Another close-up. Gray paint was used and a 500-watt floodlight furnished the illumination. Light was directed from one general source, but waved slightly to kill hard shadows

## Photographs That Sell Machinery

The Blueprint Means a Lot to the Engineer—But Not All Purchasers of Machinery Are Engineers

#### By E. J. Patton

DO not believe any one will question the statement that photographs are becoming more and more important in the business of advertising and selling. Many forms of advertising must always rely upon the imaginative work of the artist, but the photographer has made serious invasion into the artist's realm. And this is largely due to the conviction of truthfulness that even a retouched photo carries with it.

The ordinary barnyard variety of photography of objects such as coal crushers, bearings and heavy ma-

chinery—seems to have been left to shift for itself. And you can't blame photographers for specializing in the more attractive branches. It is not the most pleasant occupation—that of lugging an awkward Kodak and tripod around a dirty factory to photograph a piece of greasy machinery.

More by accident than by design, I became interested in photographing machinery. And because I could find so little on the subject it became a rather absorbing avocation. I believe I am as finicky now about the

pictures I use as a dyed in the wool fisherman is about his lines and hooks. It gives me a downright pain to have a photograph retouched. I consider it legitimate to outline and to reduce background, but it is poor sportsmanship to retouch the body of a machinery photo when by using a little care I can get an honest photograph which shows the machine as it is—east iron, steel and good workmanship.

Early in the game we found that there are three very important factors in securing photographs that BRUCE BARTON

ROY S. DURSTINE

ALEX F. OSBORN

## Barton, Durstine & Osborn

INCORPORATED

An advertising agency of about one hundred and ninety people among whom are these account executives and department heads

Mary L. Alexander Joseph Alger John D. Anderson Kenneth Andrews J. A. Archbald, jr. R. P. Bagg W. R. Baker, jr. F. T. Baldwin Bruce Barton Robert Barton Merritt Bond Carl Burger G. Kane Campbell H. G. Canda A. D. Chiquoine, jr. Margaret Crane Thoreau Cronyn I. Davis Danforth Webster David C. L. Davis Rowland Davis Ernest Donohue B. C. Duffy Roy S. Durstine Harriet Elias George O. Everett G. G. Flory K. D. Frankenstein R. C. Gellert B. E. Giffen Geo. F. Gouge Gilson B. Gray E. Dorothy Greig Mabel P. Hanford

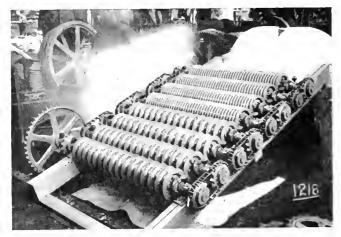
Chester E. Haring F. W. Hatch Roland Hintermeister P. M. Hollister F. G. Hubbard Matthew Hufnagel Gustave E. Hult S. P. Irvin Charles D. Kaiser R. N. King D. P. Kingston A. D. Lehmann Charles J. Lumb Wm. C. Magee Carolyn T. March Elmer Mason Frank J. McCullough Frank W. McGuirk Allyn B. McIntire E. J. McLaughlin Walter G. Miller Alex F. Osborn Leslie S. Pearl T. Arnold Rau P. I. Senft Irene Smith J. Burton Stevens William M. Strong A. A. Trenchard Charles Wadsworth D. B. Wheeler George W. Winter C. S. Woolley J. H. Wright

-**B**J

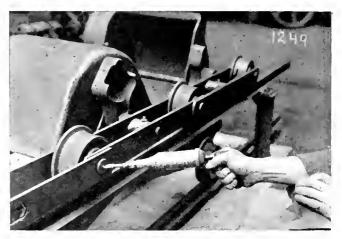
NEW YORK 383 MADISON AVENUE BOSTON
30 NEWBURY STREET

BUFFALO 220 DELAWARE AVENUE

Member American Association of Advertising Agencies Member Audit Bureau of Circulations Member National Outdoor Advertising Bureau



This was painted gray and lighted by floodlight only. The light was held\_close to and slightly above the machine and moved up and down each side being kept just out of the line of vision



A posed picture showing method of lubricating a conveyor chain. The hand, oil gun and chain pin have been spotlighted to make them stand out. A short exposure with a fairly large lens opening

make good advertising illustrations. out perspective accurately and effec-They are, namely: suitable materials, proper stage setting, and, I believe most important of all, artificial lighting. As you will not be actually taking the photographs yourself, the materials need not be discussed here.

By "setting the stage," I mean getting the object ready for the actual photograph. Under this heading come painting, position and arrangement of detail. The matter of painting is of more importance than most people imagine. They will ask the photographer to photograph an object painted a beautiful glossy black and wonder why in blazes the picture doesn't look like the original.

After experimenting with several colors we found that a medium light gray paint makes the best all around finish for photographing. On regularly shaped objects such as cubes and spheres almost any color will do. But where the lines are not regular, the light from gray surfaces seems to be reflected back and forth enough to soften deep shadows and bring tively.

A desirable contrast is sometimes obtained by finishing the main body of the machine gray and painting a few of the regularly shaped parts, such as pulleys, rollers, etc., with black. In this way the monotony is broken and the dark colored parts are emphasized.

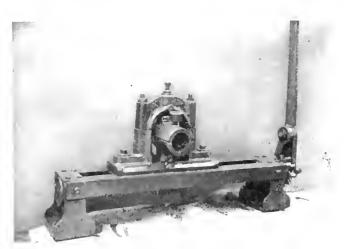
When the machine is all painted, have it placed so as many views as possible can be taken without facing a window or bright light. The glare of light may fog an otherwise perfect picture. It is better to get into a dark corner and depend solely upon artificial light than to take an unwarranted chance.

Where there is no choice, as in the case of an installation, and the Kodak must face the light, either cover the window, or if that is not practicable, disregard the window and take the picture so fast that the window will not have time to fog the negative. This can be done by using flashlight, as shown in an accompanying illustration.

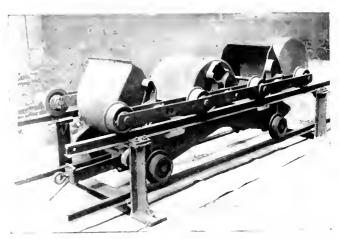
A few minutes spent in blocking out surrounding objects and background will often save many mistakes and considerable time later in retouching and outlining. Strips of paper around and under the machine will hide the floor, and also help to reflect some light up and into the machine.

We accidentally hit upon a simple and effective way of blocking out background. We were photographing a large machine and could not take time to arrange a screen. So one of us walked back and forth back of the machine holding a strip of paper first up in the air and then close to the floor. The result was ideal. In the completed picture the machine stood out clearly against a light hazy background.

Arrangement of detail covers considerable area, but it narrows down to having all of the parts in their proper places, planning and posing any bit of action you want to use, and the last bit of fussing before the shutter clicks to make the pic-[CONTINUED ON PAGE 78]

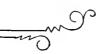


r example of fogging background by moving a piece of paper, are nation from one fixed source resulted in hard shadows and a less of detail



alnted gray. Background was fogged to avoid any the engraver including any of the eastings from the pile behind Subject painted gray, chance of the engrave





## Railway Men Who Specify and Influence Purchases of Your Product

are the men you want to reach. The departmental organization of the railway industry makes your railway sales dependent upon the success you have in influencing the right railway men.

You can select the right railway men and concentrate your sales efforts on them by means of the five departmental publications which comprise the Railway Service Unit—because each one of these publications is devoted exclusively to one of the five branches of railway service.

The Railway Age reaches railway executives, operating officers, department heads and purchasing officers—men who are concerned with capital expenditures, maintenance appropriations and economies in purchasing, and whose knowledge of your product is important to you. The other four publications, Railway Mechanical Engineer, Railway Engineering and Maintenance, Railway Electrical Engineer and Railway Signaling, reach the technical officers—the men who specify and influence the purchase of technical products for use in their respective branches of railway service.

Our Research Department will gladly cooperate with you in determining your railway market and the particular railway officials who influence the purchases of your products.



Simmons - Boardman Publishing Company

"The House of Transportation"

30 Church Street

New York, N. Y.

Chicago: 608 S. Dearborn St.

Cleveland: 6007 Euclid Ave.

Mandeville, La.

Washington, D.C.

San Francisco

London

A.B.C. and A.B.P.

## Do You Add to the Coffers of the Fake Medium?

## By Horace J. Donnelly, Jr.

National Better Business Bureau, Inc.

WATCH my advertising expenditures L very carefully," says Mr. Business Man. "Every nickel paid out means a nickel's worth of advertising and no crooked scheme or fake medium is going to profit at my expense."

Such is the statement of the average shrewd executive when he learns of each new confidence game used by the artful dodgers in the field of advertising. But how many of these modern progressive business men would recognize an advertising swindle when brought face to face with it and how many of them are daily paying out money for advertising they don't get?

A veteran confidence man, who has waxed fat on the proceeds of a neat advertising swindle, recently said in a spirit of braggadocio that "4 out of 5" could just as well apply to his possible victims as to the victims of pyorrhea.

One such scheme has been operated for a long stretch of time with hundreds of business men contributing hundreds of thousands of dollars, and it is still being used successfully.

An elderly individual, of neat appearance, calls at the office of a large industrial concern and without comment D1,0sents a bill for \$75 for advertising in the John Doe Business Manual.

 $oldsymbol{1}$  detachable portion forms the nucleus of the fake contract. Below The altered instrument ready for collection. The original retains these approximate proportions so that it can be cut out within the printed letters

BOVE One method of securing signatures. The

ertory
DITIBION OPPICES NEW YORK
SAN FRANCISCO DEICAGO
ZHR AGO
JAN 3 0 1925
JAN 50 1925 192
d you in his canvass, and
overed and the shortness
m and send it to set by
ntion.
REID PRESS
PES AST
****** **** ******* *****
raish correct information.
(Give location of Branches
CT 10/ 1/ 1024
rtisement in the next assue of
risement in the next issue of
agree to pay the sum of
presentation of this agreemen.

air he produces a slip of paper a trifle larger than the ordinary check and lays it without comment before the inquirer. The printed slip is headed "Advertising Contract" and is dated more than a year previous. It bears the firm name beneath the agreement to pay \$75 for advertising in John Doe's Directory. The official whose name appears on the contract admits the genuineness of his signature but cannot at the moment recall having had any dealings with this particular publication. There is a suspicion in his mind as to the authenticity of the agreement and falling back on the "payable on publication" clause he asks for proof that the advertising has been published.

Still displaying an air of boredom, the collector dives into a black satchel and produces a portly and apparently new volume With an impressive motion he opens the book to the company's advertisement—the standard form of trade publication announcement. The victim is non-plussed by this display and on seeing that the fly-leaf of the volume bears out the name, terms, and dates appearing in the contract, he will, nine times out of ten, pay the amount alleged to be owing. The appearance of the advertisements of competitors and other large and representative firms further adds to his

The collector receipts the bill but

The person responsible for the pay- finds no order or duplicate contract. conviction that perhaps after all in ment of advertising bills searches his. The collector is then asked for some a busy moment he did sign the conrecords for some memorandum of evidence that this bill was authorized tract and failed to remember. the transaction with John Doe but by the company. With an indulgent

### THE CHRISTIAN SCIENCE MONITOR

BRITAIN URGES

Colonial Authorities Seek to Abolish Systems of Un-paid Forced Labor

BRITAIN URGES
WAGE FOR WORK
Olonial Authorities Seek to Abolish Systems of Unpaid Forced Labor

DURING the last eighteen months the Monitor has published 162 advertisements of Goodrich Tires, placed and paid for by dealers in various cities. During the same period

there have been 101 dealer advertisements of Reo cars.

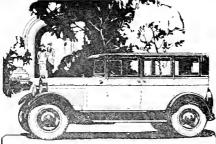
These facts doubtless have something to do with the continued use of the Monitor's advertising columns by Goodrich and Reo.

Every Man's Memories of Yesteryear



AGREEMENT IDS AVIATION

Reich-French Pact III Cause Expansion (All Over Europe



NEW REO SEDAN \$1565 at Leaves

An example of hidden value as it is found in the New Reo Sedan is the Reo torque arm.

This feature makes for longer life, greater safety and a higher economy of operation.

> REO MOTOR CAR COMPANY Lansing, Michigan

will be experience, but if there, if any distribution of the process of the proce

#### LET THIS CLEAR UP ALL DOUBT

A Plain Statement of Fact to the Motoring Public

Anyone who tells you that you cannot get balloon tire mileage today equal to that of the best High Pressure Cords is quoting from ancient history.

With the perfection of the Goodrich Silvertown Balloon all existing doubt of balloon tire performance went out of date.

Let us make this plain-let us make it brief-let us get it straight -

Silvertown Balloons deliver mileage equal to that of any tires ever manufactured.

It doesn't cost you a single mile of distance for thousands of miles of comfort and safety.

Put Silvertown Balloons on your car and you can depend on them to give you the highest degree of satisfaction and economy.

There is conveniently located near you a Goodrich dealer

THE B. F. GOODRICH RUBBER CO., AKRON, OHIO

Goodrich vertowns

STATE THE STATE OF CORD.

The Christian Science Monitor, An International Daily Newspaper

Advertising Offices in Buston, New York, London, Paris, Florence, Philadelphia, Chicago, Cleveland, Detroit, Kansaa City, San Francisco, Los Angeles, Seattle, Portland (Oregon)

#### TO BE RETURNED TO AUDITING DEPARTMENT

CIA		This date		1.0	92	THE UNDERSIGNED
City .		Iniguate		10	, _	THE UNDERSIGNED
HAS	S PAIL	)		bollars, to	our	authorized agen
In c		ion as agreed upor				
			Firm			
			Per -			
			Ac	idress		

BOVE - The "Has Paid Voucher" which the A victim is asked to sign. In center of page The second form of faked contract. It is the lower half of the voucher cut off, printed over. and filled in to form another advertising contract

not content with receiving his money, requests the victim to sign a voucher for the publication's auditing department as an indication that the bill has been paid.

the incident has been relegated to the dark corner of the memory of the advertising man, another individual appears with a similarly signed contract for advertising in Richard Roe's Business Index and the victim who signed the "Has Paid" voucher pays this bill—if he hasn't in the

meantime seen the light in the affair. If the firm is a large one using considerable trade journal advertising space, or if the payment system is lax, the firm may be victimized a number of times before becoming suspicious. An official of one large company when reviewing the advertising expenditures of the past year, recently found that he was advertising in a score or more of trade directories which had never been seen or heard of since payments were made. A careful analysis showed that more than \$4,000 had been paid out for advertising in bogus directories and there is a possibility that he would never have been the wiser if some mysterious individual hadn't told him he was being swindled. He further learned that the scheme had been worked successfully for years and that he was only one of hundreds who had been swindled. Scores of different names had been used from year to year, the operator being careful that the victim was never approached twice in the same name.

"But", you may ask, "what is the secret of the swindlers' successful chicanery and how is it possible for them to get away with it without being caught?"

The answer to the first question lies in a combination of factors - the carelessness of the business man and the artfulness of the swindler with just a dash of luck thrown in to add zest to the venture. Failure to investigate before payment, failure to apply the ordinary safeguards of a business office and the carelessness of the

executive in placing his signature at the disposal of the swindler, all contribute to the victims' share in the proceedings. On the other hand, when these characteristics are coupled with the cleverness and skill of A number of weeks later, after the trickster, the chain is completed. ture, if it has been filled in by the

ADVERTISING CONTRACT

In consideration as agreed upon for our advertisement displayed in the United Irade Review 1921-23 Edition this book upon presentation of proof of, and publication Book Not Included. We will Pay \$ 40.00 Forty + 100 Dollars

Address

Only on rare occasion, regardless of the amount of suspicion that may have arisen, is the victim apprised of the intimate details of the scheme, for only the most aggressive individual will go to the trouble of running down the swindler on mere suspicion.

Only large industrial firms, banks and exporting and importing houses whose advertising is generally con-never notices the singular coincidence fined to announcements in a large that his signature appears in ink number of trade journals and directories are selected

as possible victims.

City New York May 2!

One of the methods employed in securing signatures is through the use of the form letter reproduced elsewhere in this article. This letter is a request for information and appears under the impressive letterhead of the United States Business Directory published by the Reid Press. A space is provided on the detachable form annexed to the letter for the informa-

tion requested. At the bottom of the form are three lines to be filled in with "Name", "Per" and "Address" respectively. There is also a statement that "No Charge is made for listing names in this Directory. It is beneficial to you as well as to us to furnish correct information." The "free" idea and the impressive letterhead coupled with a stamped self-addressed return envelope generally results in the recipient's return of the form with his signature and address.

The return of a number of these forms starts the machinery which eventually turns out in wholesale quantities some of the neatest forgeries known to present-day criminologists. The innocent information form is converted into a contract through a series of skillful manipulations. The extraneous printed matter appearing at the top and on the sides is carefully cut away. The space above the signa-

signer, is carefully treated with acid for the purpose of eradicating the ink. With the signature carefully protected the paper is then placed between two wet blotters and the acid and ink is steamed out by means of a hot flat iron. The paper is now entirely blank except for the firm's signa-

ture and address at the bottom. When dry, there is printed in the blank space above the signature an advertising contract form. The necessary details are then written into the blank spaces with indelible pencil, for acid treated paper refuses to react kindly to ink. Strange to say the individual who later pays out money on this bogus instrument [CONTINUED ON PAGE 75]

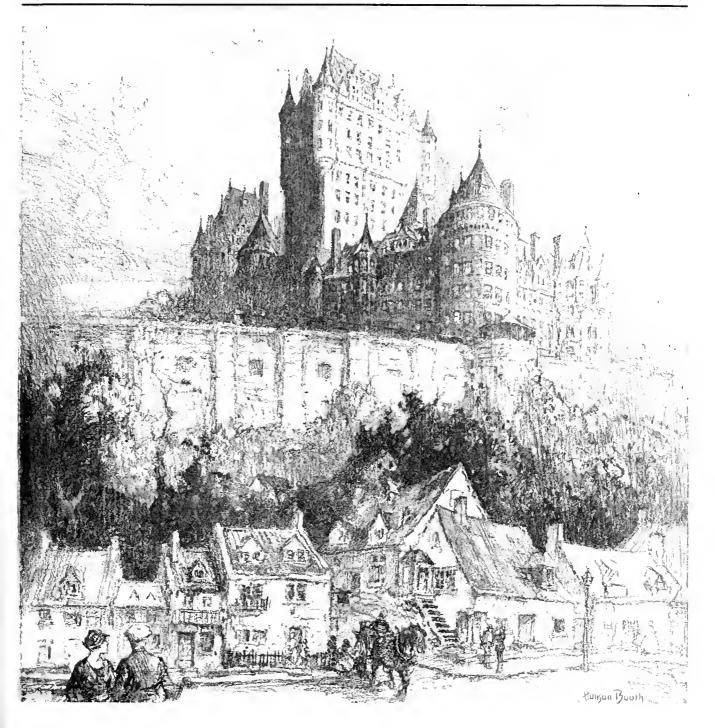
DENVER

#### RALPH HANSON

PUBLISHER OF HANSON'S TRADE INDEX

For Printing 1/4 Page Advertisemen the sum of Forty 00/100 ..... Dollars RALPH HANSON Agent Dated

THE bill used by a recently convicted opera-L tor. It serves to get the voucher signed



However excellent an hotel, it is difficult to convey its merit advertisingly except in conventional terms of cuisine, comfort and service. The advertising of the Chateau Frontenac is notable for its *interrupting* background—the romance of Quebec—and for a copy style as charming in its manner as in its message. This advertising, based upon the Interrupting Idea principle, is prepared for Canadian Pacific by the Federal Advertising Agency, Inc., 6 East 39th Street, New York.

## Selling Methods Instead of Mechanism

### By John Henry

E hear much today of the changed complexproduction ion of methods, selling plans and buying habits, but an equally fascinating study is found in examining modern competition. In the past it took a radical change to bring competition into being. Changes in methods of transportation, the conveyance and reproduction of speech, varying methods of lighting and heating, all furnished a basis for broad competition, yet the lines of demarcation could be clearly distinguished. It was a sort of "you did or you didn't" period.

Today, while there still remains some of this old time competition such as the radio versus the phonograph, the tub against the washing machine and the broom against the vacuum cleaner, we have a sort of refined competition that is keener and less capable of broad analysis.

We have product against product within an industry, method against method, process versus process and even in some cases industry against industry. The automobile no longer fights as a transportation unit but has settled down to a battle of makes. The pipe manufacturing field deals with competition between cast iron, wrought iron and copper.

There are also various ways of doing the same thing such as at least eight methods of fighting corrosion not to mention the new "metals" that are being "discovered" from time to time. The custing industry fights out only within itself due to varying methods of production but also battles against rank outsiders such as forgings, stampings, etc.

The Hanna riveter is an example of a business built on method rather than mechanism. In its beginnings the competition was largely mechanical and it is interesting to note the methods of meeting the competition



at that time. It was claimed that the Hanna riveter, which is of the pneumatic type, consumed one-third less air than the equipment then in use, due to the fact that a half stroke did the same work as the former full stroke. A rivet was struck only once and the riveter excrted a predetermined pressure per cycle of piston travel. The machine once adjusted for length of rivet and thickness of plate would require no further adjustment for ordinary variations, However, the general appearance of the riveter was similar to the equipment it was designed to replace.

IN order to show the mechanical principle and illustrate the method, the Hanna Silent Salesman was developed. It was an aluminum working model in cross section of the mechanism measuring  $5^{1}_{1}$  x  $7^{8}_{4}$  inches mounted on a plate. It could be carried by salesmen and accom-

panied proposals, being returned when it had served its purpose. It can be readily realized what a help this model was to the sales force. In a personal solicitation it supplied all the elements tending to obtain attention, arouse interest and create desire.

Such a sales idea might be successfully used in any number of similar cases where mechanical principles require ocular demonstration.

Today the mechanism is pretty well-known and recognized but another form of competition is in evidence. The development of the electric welder illustrates the battle of method against method. The Hanna Engineering Co., realizing that the complexion of its problem has changed now, sells method instead of mechanism.

Part of this program is shown in two examples of the most recent advertising campaign. In this campaign the equipment itself is relegated

to the background while the part played by the humble "dependable" rivet is clearly depicted. A series of advertisements has been prepared illustrating various industries where riveting is employed and a tie up is secured by an action picture of some phase of the work. The background shows a scene of work in process while worked into the signature is a view of the finished product. No mention is made of competition but the effect produced by the inferential slogan, "You can depend on Riveting," is strong enough to carry.

The campaign has not only aroused interest in Hanna equipment from a sales standpoint but has also resulted in greater cooperative work among those using or manufacturing riveting equipment. It may be that the ultimate result will be in the form of a cooperative campaign advertising the "method." Competition is not only the life of trade but it also supplies its romance.

# How to Gain GOOD WILL

How a Magazine

Acquires Good Will. How Any Business Enterprise Comes to Possess This Most Valuable Unseen Asset.

A BUSINESS gains Good Will in much the same way that an individual does.

Advertising of House Furnishings and Musical Equipment carried by Six Leading Women's Magazines in 1925.

Good Housekeeping carried 105 such accounts; the publication second to it carried 55. Good Housekeeping had 39 accounts in this classification not carried by any other of the six leading magazines; the second publication had 5. And against  $160^{1}/_{10}$  pages of such advertising carried by the second publication, Good Housekeeping carried  $260^{7}/_{20}$  pages.

This Good Will is the attitude or generally favorable feeling that others have toward him. It cannot be created by his constantly assuring them, "I'm honest, you can trust me, I'll give you good service."

Good Will comes into being solely as the result of experience. If the individual has always been true, trustworthy and reliable in all his dealings, then Good Will arises naturally.

The attitude which results from such experience is always indicated by the actions of those who feel it. The practice of so many advertisers in relying on Good Housekeeping indicates therefore what has been the result of their experience.

But before Good Housekeeping could be of any great value to some hundreds of advertisers, it must be of equal or greater value to thousands of thousands of readers. And readers' Good Will is secured also by continuous experience of trustworthy service.

Thus the Good Will, so naturally gained and so consistently retained, grows as inevitably as funds at compound interest.

GOOD HOUSEKEEPING

CHICAGO

New York

BOSTON

This is the fourth in a series.

## Style Factors That Affect Copy Power

### By Allen T. Moore

ASN'T it Oscar Wilde who ing attention from spoke of having spent a most strenuous writing day, "deciding in the forenoon to put in a comma, and in the afternoon to take it out"?

Nothing like that sort of leisured procedure enables the modern copywriter to prune, primp, polish and perfect his pencilled product until, as persuasion in print, it is not only superlative salesmanship, but surpassing English.

And yet how quickly, if we could have our way and say about it, we'd vote for some approximation to that kind of leisure! Talk as we will, we know that nothing was ever more true than the dictum that "only hard writing makes easy reading." spiration may furnish a first draft with salt and fire in it; but only the perspiration of rewriting ever distributes that savor or focuses that

To veterans in the copy ranks this is "old stuff." They know how truly grind makes grand; how surely the grooming process is a divinely grim one. But many a newcomer as i have occasion to remember often thinks otherwise. He reads effective finished copy in print and sighs for the master's "knack." He tries Franklin's and Stevenson's method of imitation, compares original and replica; and tears his hair with chagrin over the result. It is to him, then, that I would present a few paragraphs of hint and encouragement—hopeful that they will prove as helpful to him as were many similar words put in my way not too long: ago to be forgotten.

Perhaps, Mr. Younger Copywriter, you read that preceding sentence with a certain feeling that it was well, "artificial"? You were right. It was artificial. Why? Because it labored, in a rather left-handed way. perhaps, to attain "style" as its end. instead of leaving style to become an unconscious means to the meaning.

"Oh." you say—"so style can't be out into copy consciously be 'attained,' in other words without ruining the result, without distract-

matter manner?"

Yes, it can. But it has to be done a good bit more adroitly than I did it a moment ago, that's all.

Now, these veterans that you envy do it by putting four style-checks on their work, either in the slow-going process of first drafting, or more usually in the subsequent processes of refining and perfecting-Wilde's "putting in the comma" system.

Of course, the checks in question these veterans may state in a different sequence from mine, or express differently, but at base, they will be found to have the same fundamental effect in their application to copy. So let's see what they are.

Briefly, every skilled copywriter pays particular attention, somewhere in the day's work, to

- 1. Picking the word.
- 2. Phrasing the thought.
- 3. Placing the emphasis.
- 4. Keeping in key.

When he has paid his devoir, faithfully in the time at his disposal, to these four style graces, he mentally closes his desk on that job and clears the cerebral arena for hir next copy encounter. He has done all a man can in service alike to his payroll lords and his public.

OF course, "picking the word" is, ideally considered, a foredoomed attempt to pole-vault the impossible.

Flaubert, the consummate stylist of "Madame Bovary," spent his life at the exercise without ever wholly mastering it, and gave priceless years of tuition in the game to his more famous pupil, de Maupassant. Stevenson, perhaps alone among the later English writers (with the possible exception of Pater), gave his days and nights to the same endless quest of the mot juste, and remains today the most quotable of our library friends because of that style.

Convwriters, then, need not feel shame in the presence of more famous word-bicking failures than their own. Rather, they can well emulate them, for that way lies force, power, brilliancy - every quality that persuades the reader of advertising precisely as it persuades the reader of literature.

"Picking the word" is a process dependent for success on two qualities in the substantive finally selected: (1) novel usage, and (2) connotativeness. In actual fact, the two blend, of course; but one is rather more the result of position or placement in the sentence, while the other is a matter of the associated meanings which the word sets astur in the reader mind.

LERE, Gladstone's remark that illustration is the best definition comes into play.

I picked up, last week, Stephen Vincent Benét's new novel, "Spanish Bayonet." And in passing let me commend it to all advertising writers, along with F. Scott Fitzgerald's "The Great Gatsby," particularly successful achievement in the use of those style factors that confer copy power.

As I progressed with the narrative, such prime examples of timely word-choice as these sprang out from page after page:

hands blurred by the dusk so purched were the times on a chill, over a winter evening the white stone thumb of a lighthouse a ring winked on his outstretched hand his candle..., fuxed and went out started to walk in a fog of anger the tailed a chief chief.

The thread of voice 1.4 %

The thread of voice led him to a closed

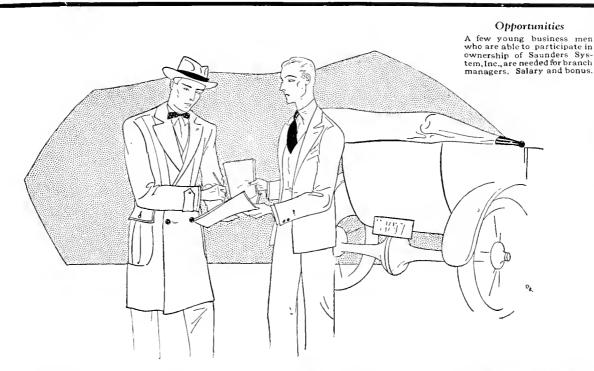
Similarly, browsing last night through Martin Secker's edition of Edna St. Vincent Millay, I came across more instances of this first style factor, in-

creeks at dusk are guttural demestic as a plate (waves) spanking the boats at the harbor's head

Both writers' pages yield multiplied instances of the style force inherent in novel usage and connotativeness as applied to the choice of individual words.

Blurred, pinched, green, thumb, winked, fuffed, fog, tawdry, thread, guttural, plate, spanking, are (all but two) commonplace words enough. It is their unexpectedness of placement, their connotations.

[CONTINUED ON PAGE 51]



## In 1915, a Customer Was an Event!

Last Year Saunders System Cars Carried Customers 20,000,000 Miles!

THEN the Saunders brothers first had the idea of renting automobiles by the mile, their only carwas a much abused old Ford.

That rattling vehicle represented a great sacrifice on the part of its owners—and naturally they were pretty careful about the people to whom they rented it.

The first customer had practically to "sign his life away" before driving away in that Ford. His signature was affixed to numerous papers and contracts — yards of elaborate red tape which seem laughable now!

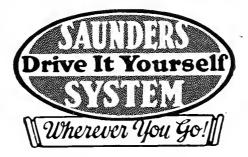
Contrast the easy, convenient methods employed by the Saunders System today! Obtaining a "card" is a simple process now—and you can use it in any of the principal cities where the eighty-five Saunders Stations are located.

But contrast, too, the scope of the Saunders' activities. In 1915, they had but one car—today they own thousands! In 1915, they had but little "trade"—last year their cars were driven twenty million miles!

What is the secret of this success? Good management? Yes, but more. The Saunders System is one of the century's important business triumphs because it is based on an *idea!* 

The *idea* is to rent you an automobile *by the mile* that you can drive yourself. The Saunders System pays for all gas, oil and upkeep. You pay only for *actual miles traveled!* 

Think of the people who are potential customers of this plan! Business men and women! Families bent on pleasure excursions! Indeed, they can be counted only in the millions!



Main Office: 1214 Wyandotte St., Kansas City, Mo.

85 Branches In Principal Cities

Send for "Motor Car Advantages Unscrambled"-It's free.

## France Breaks New Ground In Outdoor Advertising

By George F. Sloane

■HE American who is accustomed to very stiff opposition in America to the use of public spaces or famous scenery for advertising becomes mystified when he gets to Paris and first sees the famous Eitfel Tower at night. It shouts the name "Citroen" and is visible for twenty-seven miles. "Citroen" is the French equivalent of the "Ford" and the most popular car made there. The letters in this sign spell themselves across half of Paris, the city which the American has always been told is hostile to modern commercialism.

I did not discover one person in Paris who confessed to any opposition to Citroen's acquisition of the Eiffel Tower as an advertising medium. In fact it was quite uniformly regarded as an addition to the beauties of Paris, since the tower becomes now a thing of beauty at night instead of being quite invisible. Had Citroen, however, attempted an unintelligent and hideous advertising monstrosity such as we sometimes are presented with

in America, the reaction would have been sharp and swift. But Citroen. a Frenchman himself, recognized this and never dreamed of so insulting the Paris public. As a result the illumination of the tower is primarily a piece of art, and only secondarily an advertisement, a semi-indirect advertisement, for the method of tracing out the letters with electric lights only indistinctly is one which directly appeals to the subconscious rather than to the conscious. The letters have not the hard and sharp outlines of the alphabet, but have softer and more diffused lines which produce a mass effect and a softness which has real beauty. At the same time there is no failure to register the word Citroen.

Nobody knows what Citroen paid



THAT what is virtually a national monument should be used to advertise the name of a popular, inexpensive car would seem an impossibility. Yet this has happened in Paris, the seat—any Frenchman will tell you—of art and civilization. Yet no riots have been reported. Mr. Sloane explains this phenomenon to the puzzled, so philistine Anglo-Saxon

for this startling privilege, but somebody with a head for figures calculated that on an ordinary scale under French tax laws, he would be paying almost 1,250,000,000 francs merely for his tax. Citroen illuminated the tower at the time of the Paris Exposition of Decorative Arts, and it is very likely that the sign was in part accepted as a contribution to the exposition. Obviously some compromise with the government, so greatly in need of money, was agreeably reached.

A few figures will indicate the size and scope of this remarkable electric sign. The letters are 90 feet high, which makes them visible 25 miles away. 200,000 electric lamps in six colors are used, and the electrical installation calls for 14 transformers with the power of 12,000 kilowatts,

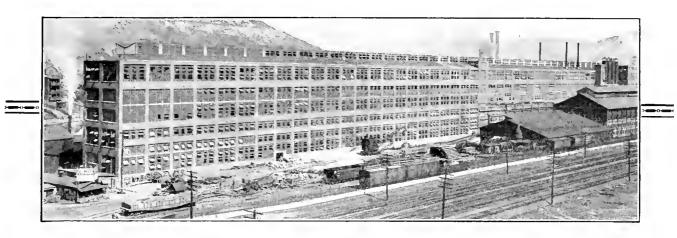
21 miles of heavy cable and a total of 25 tons of wire. The plan of illumination consists of nine consecutive transformations: First, the tower is outlined; then big stars appear over the whole surface, followed next by comets and signs of the zodiac. This is followed by a moving flame at the top; then by panels indicating the birth year of the tower (1889) and then the name "C-i-t-r-o-e-n" appears. The control system makes possible hundreds of changes, and the effect is decidedly that of a fairylike illumination rather than of a peremptory advertisement. The tower sign is regarded by many as the greatest achievement of French advertising to date.

France at the present time is in a mood to utilize everything possible for revenue, and for this reason is now endeavoring to make money out of advertising.

Since advertising in France today almost necessarily means outdoor signs or indirect methods, it is expected that a new plan recently developed will add much

revenue. A thousand lamp posts have been rented for the privilege of advertising on them, with, however, the restriction that they must be artistically handled. The sub-contractor pays \$16, and half his profits Two committees, one to pass on the artistic values and another to see that historical localities are not desecrated, insure regulation.

Outdoor advertising in France, contrary to the ideas of many Americans, is developed to a great degree. In fact, many Americans, oddly enough, are shocked on visiting the Riviera to note the great number of advertising signs along the road. If there is any stretch of fine scenery in France it is the French Riviera, and the French signs are without question a blot on the beauty of the "Coast of Azure."



Over 90% of articles are the personal contribution of leaders in successful manufacturing companies.

## MANUFACTURING INDUSTRIES

15 East 26th St., New York, N. Y.

RUTLEDGE BERMINGHAM Advertising Manager

#### Publication of The Ronald Press Company

Member A.B.C.—A.B.P.

# The 8pt. Page Odds Bodkins

It was a real grief to me to learn of the death of J. Rowland Mix recently. To me Mix seemed to have come nearer having learned the secret of perpetual youth than any man of my acquaintance. I recall some five years ago walking with him to the breast of the Old Taylor coal mine, at Scranton, and there, far under ground, he said something that I shall always remember. One of the little mine trains had just thundered past us, and just after the last car had passed, it jumped the track. Itad it jumped two seconds earlier, we should both have been crushed against the wall.

"When you consider that we are probably having a hundred escapes a year as close as that without realizing it. doesn't it seem foolish that we should keep postponing our happy hours until tomorrow?" remarked Mr. Mix.

Certainly J. Rowland Mix did not postpone his happy hours. With his music and golf he enjoyed life to the full, and at 75 was still a young man.
—8-pt—

John Weedon, advertising manager of the Peoples Gas Light & Coke Co., made a very interesting point in his paper before the Chicago Engineering Advertisers' Association when he said: "Clear writing, or speaking, is primarily a matter of clear thinking. In ancient days people did not have the material facilities for writing that we now have. Recording one's thoughts was a long and laborious process, it did not encourage recording that which was trivial, heedless, or careless. No doubt some of our trouble today arises from the fact that we can rush into print without much thought or preparation. Very little of what is written today is quotable. Very little of that which has come down to us from ancient writing is not quotable.'

---8-pt The Oster Manufacturing Co., of Cleveland, has produced something unusual in a sales manual for jobbers' salesmen. Instead of the usual breadand-buttery manual, it has dramatized the overcoming of all the major objections to the purchase of its product (the Power Boy pipe cutter and threader) in a one-act play entitled "Silver Threads." The form is interesting and the arguments are convincing, but neither of these elements impressed me so strongly as the fact that the company recognizes that such a machine must often be sold to two buyers, instead of only to one. In "Silver Threads" the salesman calls on Piper & Stallings, Piper, the practical member of the firm brings up all the practical objections; Stallings, being the watch-dog of the company treasury, just sits tight against the spending of money, representing the resistance of inertia.

It is because of the failure to recognize that there are generally two buyers to be figured on in every sale of industrial equipment — Young Man Praeticality and Old Man Inertia—that much industrial selling falls short.

—8-pt— When will more advertisers learn the effectiveness of this simple, postery use of small space in newspapers?



It was this type of advertising that helped to establish Mellin's Food and Royal Baking Powder and Baker's Chocolate years ago. I suspect that it will still "do a job," to use one of Ben Nash's favorite expressions.

\_8-pt\_

Commenting on the item which appeared on this page recently in which I quoted from Walter Prichard Eaton's



book, dealing with the actor's skill in indicating to an audience what he wishes it to know or feel even before he speaks, a correspondent comments, "Yes, but you missed the best paragraph in this same book dealing with your test," and quotes from page 175:

"Thomas Betterton had so full a possession of the Esteem and Regard of his auditors, that upon his entrance into every scene, he seemed to seize upon the Eyes and Ears of the Giddy and Inadvertent. To have talk'd or look'd another way would have been thought Insensibility or Ignorance. In all his soliloquies of moment, the strong intelligence of his attitude and aspect drew you into such an impatient Gaze and eager Expectation, that you almost imbib'd the Sentiment with your Eye before the Ear could reach it.

\_8-pt\_

It is a habit of mine to pass on to others the interesting things that come to me—articles, clippings, epigrams, proofs of advertisements, anything that will add profit or pleasure to the day of one of my friends. Not infrecuently—and always to my surprise, for I have likely as not forgotten the occasion—I get letters or memos back which more than repay me for my thought.

Recently I sent to Andrew Melvin a batch of proofs of advertisements illustrated with an interesting technique, though strangely lacking in something.

On the following morning I received this penciled memo from Melvin:

"One interesting thing about the advertisement proofs you sent me today is that evidently one artist started the series and another was called in to carry on the same style—with unfortunate results."

That was it! The advertiser had used a master to establish a new style, and then thought to "save money" by having the rest of the illustrations done in the same technique by one of the low priced imitators—"with unfortunate results," as my correspondent says. When will business men learn that imitation is the highest form of extravagance?

### No Buried Ads in the House Beautiful



## Every Advertisement Receives Maximum Visibility

Flat size magazines were designed to supply display space along side reading matter—are you getting it? Your advertisement in The House Beautiful will always face editorial, be visibly dominant, conspicuous, and certain of attention.

#### THE HOUSE BEAUTIFUL

Is one of the most productive space buys of class media. It is edited solely in the interest of the home and its embellishment. Secondary subjects like dogs, dress and real estate, it leaves to others.

If yours is a service or commodity which enhances the house or its appointments, yours too is the opportunity to gain the undivided attention of 80,000 net paid (ABC) subscribers, who read The House Beautiful for preference.

A steadily rising circulation gives you premier value with every insertion—write now for all the facts.

#### THE HOUSE BEAUTIFUL

A Member of The Class Group

NO. 8 ARLINGTON STREET

BOSTON, MASS.

## Selling Radio

[CONTINUED FROM PAGE 24]

This does not mean for one minute that all dealers will settle down to the same or three or four makes of radio; it does mean, however, that dealers will identify themselves with particular makers and will intensify their selling effort. They will become specialists; they will probably become "authorized" or "licensed" dealers.

The tendency to reduce lines is sound sense. It is inevitable. It is one of the outstanding advances of 1926 as a radio year.

"Demonstration" seems unavoidable in radio selling. "Satisfactory demonstration" is the most important factor in closing the sale.

ANUFACTURERS and distributors are urging their dealers to quit home demonstrations as soon as they can. They remind dealers that home demonstrations add terribly to the cost of selling; they open the way for servicing to keep the set sold; for a customer to demand a home demonstration is the easiest way to turn down the salesman or avoid signing on the dotted line. They urge that radio should be sold "as is" like other merchandise.

Over against this argument stands the fact that a radio standing "dead silent" in the home hurts the dealer who sold it. It seems useless, in this place, to emphasize all the temperamental elements in radio selling—temperaments of the set, of the owner, of receiving conditions at his home, of broadcasting interferences of the locality, etc.

"The dealer's out of luck," comments a Detroit music dealer, "if he gives a good demonstration the first time. Next night when the customer tries to get the same results for himself and falls down, he thinks he's been tricked some way. It's better deliberately to do a little less than you can do—just give him a taste of blood. Then, if he beats your record, he makes the whole neighborhood ring with cheers for himself and for the set."

That quotation hints at the proper psychology of radio demonstrating. Radio has been over-sold by enthusiasts. If radio demonstrating is to become less costly to the dealer, the salesmen must be taught to curb over-statement, to "give a taste of blood," to let the customer get the thrill of radio, to lead him to sell himself. Were I a sales manager for radio as of course I am not—I would shout just one sentence at the floor force at each morning's conference. That sentence would be: "Keep your mouths shut!"

The best radio selling in this country is found where salesmen have learned not to use their tongues. Read

that sentence again. It is contrary to usual salesmanship methods, but, remember, radio is not essentially like any other merchandise. Best radio selling occurs where salesmen adopt the tactics of a well-trained butler: Receive the customer affably, make him feel at home, offer him (more often, of course, her) a seat before a receiving set, place the dial in her fingers, and, finally, compel her to indicate likes and dislikes. Then, taking a clue from self-committed preference, bring on the selling pressure.

Even for a dealer, who represents but three makers, a "complete line" includes a variety of one, two or three controls; tubes anywhere from four to ten; sets all the way from stripped at \$75 to cabinets complete at \$450 (or bigher); plus a choice of tuned-radio frequency, neutrodyne, super-heterodyne and so on. Does not this complexity suggest the common sense of allowing, if not compelling, the customer to commit himself?

One of the most successful radio sales managers puts the case bluntly:

"I order my men to keep their hands off the dials. Make the prospect do his own demonstrating. A radio buyer is a child in a big toy shop. The wares mean nothing unless he can finger them, but let the kid play two minutes with a \$25 toy and his dad is stung for the sale."

ANOTHER. from Los Angeles, voiced the same suggestion:

"Let them demonstrate for themselves, and it will not take much talking to close the sale."

Or this, from a most successful radio department of Columbus, Ohio:

"Here's another secret. One of the clerks brought it to me. Seat the customer and let her play with the dials. It won't hurt her even if she is scared a little. That wears off in a minute, and when she gets the first station she has had her first radio thrill. She's far nearer sold than when she came into the store.

"Then, in case she gets nothing but squawks, she never thinks of complaining to the clerk. She just thinks it's her poor skill. But, with a clerk demonstrating, if he is unable to demonstrate smoothly and give good tone, the *alibi*-ing is ours. It hinders sales to do a lot of explaining,"

Does not such customer-for-himself demenstrating sound more sensible than the commonest boast of radio salesmen, about 50 000 of whom are puffed up over their ability "to take any old set on the floor and out-demonstrate anything else"? They can and they do, as any radio expert can. Such skill is not however, sound selling psychology, although radio salesmen have

deceived themselves by thus believing.

Over-demonstration results in overserving. Any dealer will give you a dozen illustrations. Yet few dealers have applied common sense to their own selling to the extent of seating the prospect before the dials and compelling her to do her own "alibi-ing."

The misconception that radio is like the automobile or the washing machine has done another queer thing. Dealers think that salesmen must be men. Why they have not employed more women is hard to conceive.

If it were possible for me to gather together the radio sales managers of this country, for just one-half hour in a certain city, radio selling by the following Monday morning would be improved from coast to coast. Over-drawn statement? Never!

Radio has moved from the kitchen table into the living room. The moment the boy's mess of wires and acid spilled on the floor yielded to the factory-made case or cabinet, radio selling took on the eye-appeal and the woman-appeal. Every dealer knows that today the woman buys radio; or, quite emphatically, she tells the man what he may or may not purchase.

Whatever may influence man-made purchases, the eye-appeal influences woman-made buying. The woman wants something that looks right, and she is easiest sold when persuaded that radio is "more simple than all the five-syllable words of the radio columns."

A woman as salesman knows all those delicate feminine appeals. More important, she does not know all that technical jargon that has hindered radio popularity. The woman as salesman goes direct to the point. She gives the prospect a chance to select for eyevalues, she lets the customer demonstrate for herself, she talks tone and quality and nothing else because she knows nothing else.

ORE or less technical knowledge is demanded to sell radio, but it does not follow that every salesman shall have that technical training. With the automobile and washing machine and electric refrigerator it is necessary; with radio, not. For best radio selling, ability to show the customer how to get most effective dialling is the kernel of demonstration. To a great extent, the less of technical phraseology in the salesman's talk, the more direct the selling.

In order to keep radios sold, dealers must preach the gospel of good accessories. Cheap sets are disappointing for the dealer. Good sets, equipped with cheap accessories, are worse. Poor tubes, under-voltage batteries, inappropriate speakers, loosely wired connections—any one of these will pre-

N.B. This advertisement is one of a series appearing as a full page in The Enquirer. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of that suburb; in each advertisement, too, The Enquirer's coverage of the district is shown.



## Mrs. Madisonville

## ~in the heart of the city though eight miles out

TAND in Mrs. Madisonville's garden and close your eyes—it's very easy to believe you're in the country. The air is so fresh, so full of the perfume of growing things. Now open your eyes—the modern home of Mrs. Madisonville is before you; a car stands in the garage; over your head stretches a radio aerial. You are very much in the city!

It is this combination of the best of the country with the best of the city that makes Mrs. Madisonville's community so fascinating. Years ago, this district was really country—yet even then commuting service linked it closely with the city. Today, Mrs. Madisonville's personal car has taken the place of the commuter—it carries her quickly to the shopping districts, to concerts and matinees. She is

as much a part of the city's activities as the residents of the nearest suburbs.

Nor does distance dull her interest in the city's news. She is a regular reader of The Enquirer—every morning finds it at her breakfast table. And her neighbors follow suit. In Mrs. Madisonville's community are 1,880 residence buildings; here, 983 Enquirers are delivered each day.

In the case of Mrs. Madisonville, this Enquirer coverage is particularly important to you, Mr. Advertiser. Literally, it enables you to present your wares in homes eight miles away, and to present them at that critical hour when the day's purchases are being planned. Try a schedule of advertisements in The Enquirer—then check results!

I. A. KLEIN

New York

Chicago

### THE CINCINNATI

"Goes to the home,



R J BIDWELL CO.
San Francisco Los Angeles

#### **ENQUIRER**

stays in the home"



## -"typical of the potent force of direct advertising"

 $T_{
m HE}$  influence of the special follow up campaign which you designed for us has been most favorable indeed. It has proven a most valuable addition to our direct advertising program and it is truly typical of the potent force of direct advertising when properly planned and executed," writes a client, who manufactures a line of heavy machinery that costs from \$5,000 to \$150,000.

Supplementing the work of salesmen, this campaign takes the plant to the prospect, samples the product, and drives home selling points in an informative, chatty manner.

> A little portfolio, in which this as well as other applieations of direct advertising are illustrated, will be gladly sent to executives who are interested in the use of direct advertising as a medium

#### EVANS-WINTER-HEBB Inc. Detroit

822 Hancock Avenue West



The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite mo dium, for the preparation and production of which it has within itself both personnel and complete facilities Marketing Analysis - Plan - Copy - Art - Engraving - Letterpress and Offset Printing - Bindiog - Mailing

vent the receiving set from doing what it was designed to do. They react on the dealer, even though in ignorance he may full himself into thinking other-

No radio should be delivered without the manufacturer's book of instructions. Honest selling will direct attention to the maker's printed list of proper accessories, with invitation of the purchaser to check the dealer's statements against the manufacturer's specifications. No single thing will do so much to keep radios sold as such a list of "Don'ts" as has already been mentioned. In addition to keeping sets sold, the dealer who is thus honest with his trade will cut down his costs for servicing.

[This is the third of a series of articles on radio by Mr. Haring. The fourth will appear in an early issue.

In the second article of the series, June 30, page 65, an error crept in which the author would like to correct. "Selectivity and distance," as printed, should have been merely "Distance," and the lines should have read: "Distance? It is of less and less importance. The music store talks enjoyment, not lunacy." "Distance" the author classes as "lunacy" but selectivity certainly not. It is, in fact, an essential of any radio receiving set that satisfies the owner.—Editor.]

#### Why Advertise?

By Paul T. Cherington Director of Research-J. Walter Thompson

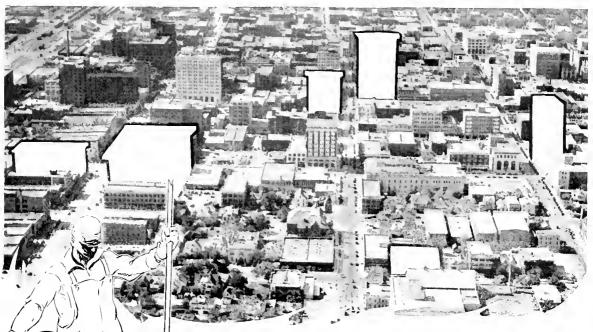
THE newspaper of today is wielding an enormous economic and social power through its advertising columns. Some of the consumer market news which these columns contain is as thrilling as the reading columns if all of the real story could be told. There are triumphs of foresight and purchasing skill; there are trag-edies and comedies and strange fruits of diplomacy.

The consumer, of course, cannot know these behind-the-scenes stories. What concerns him is the meaning of these stories to him as a buyer of "consumers goods." The advertising columns of newspapers, the advertising pages of magazines and the other forms of advertising have become great sources of wise guidance in living.

The consumer's ability to choose what he will buy is one of his most cherished possessions as an individual. We could all be warmed, clothed and fed much more cheaply if we all lived in asylums and took what was handed out to us without a murmur. But we want to be individuals and so we decline to be uni-

This freedom of choice means risk in selling and production. Somebody's goods are sure to be left on the market when the public finishes its purchases. Anybody who can minimize this risk is making his business safer. This is one of the main services of advertising. It helps to insure the sale of goods, thus determining which of various competitive offerings shall be bought and which left unconsumed.

No consumer today could use his purchasing power as freely or as effectively as he does were he still obliged to



lahoma City Building visualizes Fall Opportunity

UILDINGS valued at more than three and a half million dollars are under construction and contracted for in Oklahoma City during the next three months. Above, the air view visualizes how the downtown skyline

will be raised by new buildings.

Illustrated below are four major building projects—the Buick Motor building, the Petroleum building, the Perrine building and the Mid-Continent Life Insurance building.

Parallel activities may be observed throughout the entire Oklahoma City trading radius, indicating prosperity and opportunity for those manufacturers who are actively selling in this market.



thoroughly and alone-

E. Katz Special

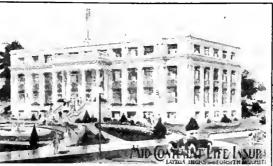
the Oklahoma City Market

Advertising Agency

Detroit Atlanta San Francisco

New York Chicago Kansas City













THROUGH the warm summer evening sounds the frogs' chorus. Food for bird, for fish, even for animal, nature has given him only one real protection—tremendous reproductivity.

Many a sales executive, seeing prospect after prospect gobbled up by competitors, realizes that his one big chance for success lies in the seeds he plants for future prospects. And the seed best combining economy with effectiveness is the printed word.

By excellence of detail he lengthens the life of, increases the future profit from, that seed. In no detail is excellence more essential than in photo-engravings.

Gatchel & Manning, INC.

C. A. STINSON, President

Photo Engravers

West Washington Square 00 230 South 7th St.

PHILADELPHIA

"beware" in the full meaning of the common law. Merchants have a new idea of their relation to their patrons; producers of merchandise are ready to brand their wares and stake their continued existence on their ability to satisfy final consumers with their brand as evidence of good faith. These and all the other new methods in distribution which protect the consumer serve him in place of expert knowledge about his purchases and make him, in effect, as wise a buyer as he is a safe one.

#### Direct Mail Losing Something Other Than Direction

By Edwin J. Heimer

F there is any doubt in your mind that direct mail is not losing its direction, permit me to suggest that you save the next hundred pieces that come to your desk. Loss of direction is a mild-mannered term and falls considerably short of describing the many virtues it is actually losing.

Kindergarten ideas, bred and born of mature minds supposedly intelligent, appear to be more prevalent among direct mail producers than the sound and logical A B C's we all know are so essential for success in this interesting work, "Clever" ideas (most of them are downright silly), odd shapes and exaggerated statements appear to be the rule by which many direct mail creators govern their output-pure rot, I call it.

Understand, please, I am not an opponent of direct mail as direct mail is rightfully known and used. I am, however, one of many bitter enemies of the new fol-de-rol that has recently had the gall to associate or attach itself to that art known as direct mail.

To my mind three elements are essential before a sale can be made-or better still, before volume business can be expected. These elements are:

1. The Salesman

2. Magazine Advertising

3. Direct Mail.

One without the other is almost helpless. Like the three-legged milk stoolwe must have the three legs or our organization does not function as it should.

It is manifest, I believe, that direct mail can be made to produce more inquiries per dollar cost than magazine advertising. Consequently, the more inquiries we produce for our men, the more time they are compelled to spend on our account-and the more time they spend, the more familiar they Lecome with the work and larger their incomes become, until finally they are devoting all of their time to our account.

Finally, let me say I am an advocate of direct mail, but only such direct mail as is sensible, logical and not insulting to one's intelligence, as much of it is

today.

#### Style Factors That Affect Copy Power

[CONTINUED FROM PAGE 40]

that give each passage value, bring it alive and make it inevitable.

Contemporary advertising also knows this power of the cunningly picked word and employs it, too. Just as imaginatively deft as their fiction brothers are many of the unsung and anonymous interpreters at agency and free-lance desks, whose service is to Merchandising rather than to Literature. Instances? Among many, note the following whose merits are implicit in the picked word:

it (the tire) is given a fighting heart of honest rubber . . . forms a cushion between your rims and the hard hot road.

(Cupples Company)

Note the full-handed feel and easy swing of this balanced, hand-size grip.

(Parker Pen Co.)

Sleep coaxes, necessity calls, (Westclox)
A sea-blue chest that holds a pale bright
service of silver for six.

(Oneida Community, Ltd.)

Where Community Plate lies, bridesmaids pause to sigh over their roses. (Oneida) On those red-letter days when cares are adjourned. (Marmon)

For those who are yet young—and those who refuse ever to be otherwise.

(Marmon)

Lonesome watches. Maybe you have one.
A watch that is isolated day after day in a dark vest pocket. (Simmons Chains)
Fire's winning card (carelessness).
(Hartford Insurance Co.)
. . how far Radio has progressed since its noisy, sprawling youth. (Atwater Kent)

A haughty Rolls-Royce, with a long, aristocratic nose. A stately Lincoln, clad in presidential dignity, A cheerful Buick, quick and competent. A gay young Chrysler, just a trifle disrespectful to its elders. (Tide Water Oil Co.)

Words of novel usage and connotativeness are easy to specify, but tre-mendously hard, all the same, to at-Whether fictioneers or copywriters, the veterans are the first sighingly to admit it; and their desks corroborate it. A skilled copywriter friend of mine daily stacks by his machine for final transcript stuff that looks like the undecipherable palimp-sests which Balzac is reputed to have handed to his printers. It is the painfully small net of many gross hours dedicated to care-taking; but he solemnly avers that in twenty years he hasn't found any less laborious sub-

Copy packed with clarity, verity, music and eternal fitness, copy which phrases as seductively as "a pale bright service of silver for six" may rest for initiation on inspiration and imagination; but at last it must ever come back under discipline to certain style fundamentals, certain "power checks," before it can pass on to the typographers sure of its own validity and proudly ready for print.

And every seasoned copywriter begins that discipline of his brainchildren with the first, simple, ever indispensable test which asks: "Have I chosen, am I choosing, the just-right word-the word that is not only novel in its placement but priceless in its connotation values?"

some people think us unduly modest in our denial that we "cover" the Greater Detroit Market but we have a good business reason for it we want the advertiser to make money here so he can spend more than the cost of a one-time failure—so we advise using the **Detroit Times** and another paper.



#### **READY-TO-WEAR** AND NOTHING ELSE BUT!

The Garment Trade Paper that goes only where it pays its advertisers to go.

Circulation 11,000 Copies Weekly

ITS READERS BUY millions of dollars' worth of Women's, Misses' and Children's Ready-to-Wear at wholesale annually.

ITS READERS ARE 75% of the best Ready-to-Wear Retailers, Merchandise Executives and Buvers in Department Stores, Dry Goods Stores, and Specialty Shops in nearly 3,000 cities and towns - plus every worth-while Resident Buver in New York and elsewhere.

ITS READERS PAY \$6 a year for their subscriptions to NUGENTS-and they read the paper.

#### Mr. Agent:

If your client makes Readyto-Wear and sells to the retail trade, you will find NUGENTS a mighty worth-while advertising medium to use—and it costs less, too, because it's special-

Published by

#### THE ALLEN BUSINESS PAPERS, Inc.

1225 Broadway, New York Lackawanna 9150

## The Boom—and After

[CONTINUED FROM PAGE 22]

cal equipment required to put these paved highways into action.

It is only natural that when a boomerang has done its stuff you feel there is little left to do but pick up the pieces and sell them for junk. Confidentially, Florida's bank clearings are said to have fallen off about two per cent.

On Dec. 31 of last year, when everyone knew the boom had "bust," but no one admitted it, bank deposits totaled \$830,000,000. Not so dusty for a State of less than a million and a half population.

THE truth is the "cracker" changed his banking from the Old Sock the First National. For every Northerner who went home broke, or slightly depleted, there is a native who has bought his wife a diamond ring; his son some collegiate clothes; has sent daughter away to school, and ordered ears for all hands 'round.

If you don't believe that, then look at the Federal tax figures for this State. A sixty per cent increase in 1925 over 1924. A percentage increase no other State approached: in round figures, \$25,000,000.

The beautiful part of this story is that a very great portion of Florida's wealth is going to be put to work right where it was made. The native has not reached that state of mental elevation where he looks with whole-hearted delight on the securities of foreign corporations, and anything that has not its origin in Florida is foreign.

Over \$100,000,000 are going to be put into electrical development during this year. The sums that will be spent on home, industrial and mercantile building during the year could hardly be added up.

For that matter there is no sense in quoting all those big figures, for no one understands them. For purposes of addition and subtraction they may be required, but few men can actually visualize so much as a million dollars.

Comparative pictures are the only way to register these things, and that often takes too much figuring. What can I use, for instance, to picture the fact that Florida produced \$45,000,000 worth of lumber last year? Or that this totaled 1,000,000,250 feet. And that this exceeded the output of any year since the war year of 1918 by over 100,000,000 feet?

But getting back to Florida. Even if you can't do much with the sum, it will surprise you to know that this State manufactures over \$200,000,000 worth of products, and that does not mean lots rescued from watery graves.

On the reverse of the picture we find that Florida imports over \$100,000,000 worth of agricultural products she is capable of raising herself.

I am told the Lehigh Portland Cement Co, is building a \$3,000,000 plant in this State, and that another company is building a \$4,000,000 plant.

Did I mention that the Bell Telephone System is spending \$9,000,000 in development work in Florida? It is.

As a State, Florida has no indebtedness. At the beginning of this year it had \$6,000,000 in eash in its treasury.

People have little idea of the crop value of Florida. We eat its oranges and its grapefruit, the latter being almost exclusively a Florida product, so far as any raising of them in this country is concerned, and we forget its multitudinous erop varieties.

Farm products are supposed to be the basic of all basics where figuring the independence of a country is concerned, for food ranks before even shelter and clothing. And in the matter of foodstuffs, Florida can offer a varied diet beyond all competition.

As the farm-marketing organizations develop, as they must develop, for they are far from satisfactory, the agricultural wealth of this State will increase with a constancy and at a pace that will set new records.

ANNERIES must also be operated In greater numbers and in many communities. With the coming of adequate grading, such as farm organizations and shipping concerns will introduce, the canneries will not only take care of all surplus crops, but will also utilize the thousands of tons of fruits and vegetables now allowed to rot beeause they are not of a shipping qual-

So much of Florida's farm produce is of a perishable nature that pioneering in this State offers difficulties never experienced in the pioneering days of the Northwest, when cereals eould be held indefinitely on the farms or in the grain elevators.

The greatest asset Florida has, which even the stupidity of men has not been able to spoil entirely, is its capacity for giving enjoyment.

You need to have this in mind when you enter into any sort of negotiations with Florida. Whether you are building, farming, selling or buying, this element of enjoyment has its calculable value. A sour, grumpy people can't exist under tropical skies. They can't live with bright flowers and gorgeous sunsets.

So it all comes down to this. The boom has gone. Building is going forward with ever-increasing activity. Agriculture is stepping on the gas. Even the stupid race of men who have tried to wreck Florida has given up the job as too big for them.

Florida's future will be as great as its increase in intelligent leader-

ship will be active.

## More About Publishers' Promotion Matter

Some helpful suggestions to increase the effectiveness of publishers' printed sales matter are:

Size—not larger when or if folded than standard letterhead,  $8\frac{1}{2}$ " x 11".

Give the name of city, state, publication and date of month and year on front page.

Tell the gist of your story in sub-heads so that "he who runs may read."

Make it easy to read, not only in text but in type. Display only the most important points. In fact handle your printed emphasis and story much as you would a verbal conversation.

Give your authority for all statistics.

Get right down to the main selling points.

Be accurate.

Be brief.

Of course, there are always exceptions to any general rules. Some market surveys, for example, cost thousands of dollars and cannot be brief. But even they, or the summary, will be more effective when made terse or telegraphic in style.

#### E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Detroit Atlanta New York Chicago Kansas City San Francisco

## On This Factor

"You tell it to the millions—They tell it to the dealer"

### -That's Consumer Influence

THE object of national advertising is to create consumer demand. That's its basic reason for being.

Profit advertising centers on that factor. Successful advertisers recognize that Mrs. O'Grady and the Colonel's Lady, plain Bill Smith and Bill Jones, are the real merchandise buyers of the country.

They tell every department store, every chain store, every corner merchant what to buy. Dealers buy for their customers, not for themselves. Jobbers buy what the "trade" tells them to buy. Sales sheets start with the consumer.

Thus, to pay out, advertising must sway the millions. For consumer demand, as all records prove, is the only traceable source of dealer demand.

Because they do, trademarks of goods

in public demand are rated in the millions. The aim of modern advertising is to create, intensify and maintain one thing—the demand of the millions.

That is why leading advertisers are flocking to the columns of Liberty...a magazine unique in the weekly field that offers four exclusive advantages which cut advertising costs to the consumer in the major way.

## "LIBERTY Meets the Wife, Too"

85% of all advertisable products are influenced by women in their sale. Few advertisers today can afford to overlook "the wife" in the costly weekly field. 46° of Liberty's readers are women. Every issue appeals alike to men and women because of Liberty's unique policy of editing to both. That means a 100% reading in the home. Because

LIBERTY appeals to the whole family, its reading is multiplied.

## 2

#### "No Buried Ads"

Every ad in Liberty is printed at or near the *beginning* of a fiction or editorial feature. That's due to a unique type of make-up which no other publication employs. Thinking men don't ask, "Will my ad be read?" when that ad is booked for Liberty.

## 3

#### Minimum Circulation Waste

78% of Liberty's total circulation is in the districts which return 74% of the total taxable incomes of the country, 48% of the total motor car registration and in which

by far the great majority of advertised products are sold.

## 4

#### 99% Newsdealer Circulation

LIBERTY has a net paid, over-the-counter

and newsdealer circulation of more than 1,100,000 copies every week. Liberty is not sent to these readers wrapped up—unlooked for. They buy it, bring it home, read it of their own will. That means a circulation that is responsive because it is 100% interested in Liberty.

For those reasons results among the most remarkable in advertising are being attained for scores of America's leading advertisers.

Results that achieve a very substantial reduction in inquiry costs. That are multiplying dealer sales. That are

activating sales organizations, dormant to costly campaigns in less forceful publications, to respond to a man, almost overnight, to advertising in this amazing weekly.

For those reasons, Liberty has become an advertising sensation. Its rise is without parallel in advertising or in publishing. If your problem is reaching the consumer—find out what Liberty has to offer you.

Have You Read LIBERTY'S Home Building Book-"One Little Innocent Article Started It"-Ask For It

## Liberty

A net paid, over-the-counter and newsdealer circulation of more than 1,100,000 copies every week. Page rate, \$3,000. Rate per page per thousand, \$2.72. The cost of LIBERTY is lower per thousand circulation—back cover excepted—than any other publication in the weekly field.

## Clear Eyes and the Cream of Coverage

There is a vast difference between *quality* circulation and *class* circulation.

Class circulation, we gather from common usage, means the blue bloods, blue stockings and the upper Dun-and-Bradstreets.

Quality circulation means the pace-setters, the live ones everywhere. Cabots and Clanceys. Senators and sophomores alike.

The clear-eyed and forward-looking. They know no class; they are in all classes, and the best advertiser is he who seeks them out and wins their favor.

When your advertisement appears in The Dallas News

it reaches practically all of the alert people in one of America's best and most responsive markets.

Readers of The News are the sort of people who influence, either deliberately or unconsciously, the rest of the people.

That's why The News is equal to any advertising job in the Dallas market — The News alone.

Most national advertisers know this. An overwhelming majority of them select The News.

Both in national volume and in gains this famous old newspaper stands alone in its field.

Dallas is the door to Texas The News is the key to Dallas

## The Dallas Morning News









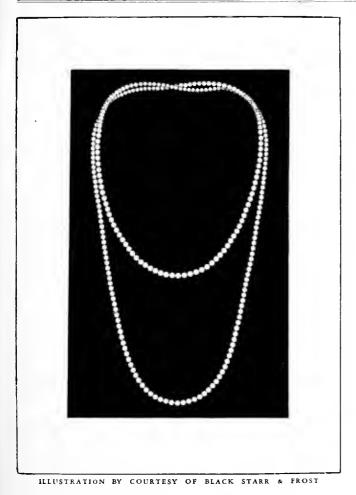
By Frederick A. Stokes Co., New York.—"The Desk Reference Book," by William Dana Orcutt. This is a revised and enlarged edition of "The Writer's Desk Book," a standard guide to good usage in printing houses, newspaper offices, large corporations, libraries and homes. It contains information on such matters as punctuation, diction, capitalization and abbreviation, with chapters on copyright, the making of an index, etc., which would be of great value to any who contemplate publishing a book. the man who writes anything at all, this volume provides authoritative and handy reference. Price, \$1.50.

By Cecil Palmer, London. "First Essays on Advertising," by J. Murray Allison. A collection of essays on British advertising that appeared originally in an English publication. The author explains how modern advertising could be utilized to solve many of the industrial problems which have arisen during the reconstruction period in his country, and his well-written papers should be of interest to any who intend to study the English point of view and conditions. There is a bibliographical chapter of value to copy writers. Illustrated. Price ten shillings and six pence.

By B. C. Forbes Publishing Company, New York. "Assuring Business Profits." By James H. Rand, Jr. This is a book of equal interest and value for the beginner who is looking for a simplified exposition of the rules for success in big business, and for the man of experience who is seeking to add to his fund of knowledge already acquired. The author, one of the most successful young business men in America, has laid down a set of conservative rules which may be applied to any business, large or small. Price \$2.50.

BY A. W. SHAW COMPANY, Chicago. -"Advertising Copy; Principles and Practice." By Lloyd D. Herrold, M.B.A. The purpose of this volume is "to try to impress upon students not only the significance of the sales function of copy, hut also to show them the procedure through which a given piece of copy and a series of advertisements develop." The purpose of the book is admirably served both by its arrangement and its context. In expounding the principles of writing copy, the emphasis is placed not on what has been done but on how it was done. The obvious advantages of this system are enhanced by the illustrations which show in detail the alterations actual advertisements have undergone in the process of construction. It is an excellent manual for any student of advertising. Price \$6.

July 14, 1926



PEARLS, YOU KNOW, COME IN STRINGS

Each individual pearl in the duchess's necklace may be worth a small fortune. But the pearl wasn't picked solely because it was a nice pearl. It had to fit in with the rest in color, shape, texture, and size. It is just a beautiful detail in an iridescent rope which is finely graduated from the diamond clasp at the nape of the

lady's lovely neck to the great iridescent globes of shining light which repose so comfortably on the lady's bosom. It takes a lot of planning to make a good pearl necklace.

Many advertisers—both large and small—attempt to govern their advertising investment by picking over each advertisement in a fierce determination to make it perfect—100%.

There are not many perfect ads, as a matter of fact, yet advertising continues regularly to work what the uninitiated often call "its magic." The reason is simple: Good advertising, like a string of pearls, has continuity for its vital element. And it is *planned*. It is going in a definite, predetermined direction.

We welcome the supervision of clients anxious to feel that their advertising is working toward a specific goal, and willing to trust our professional skill in shaping each individual advertisement to that end.

CALKINS & HOLDEN, INC. 247 PARK AVENUE · NEW YORK CITY D<sup>ISPLAY</sup> advertising forms of Advertising and Selling close ten days preceding the date of issue.

Classified advertising forms are held open until the Saturday before the publication date.

Thus, space reservations and copy for display advertisements to appear in the July 28th issue must reach us not later than July 19th. Classified advertisements will be accepted up to Saturday. July 24th.

## How Shall We Break the Retailers' Silence?

[CONTINUED FROM PAGE 20]

family. Having got that far, we are tomotive manufacturers than any three willing to take our chances on selling other oils combined." him a stock for his store."

This is often one of the surest ways of getting the dealer to talk about your product. Don't depend upon verbal descriptions. Get him to become a user. Remember that he, too, is a consumer as well as a dealer. Where you can convert him into an enthusiastic user, you won't have to worry much about whether or not he will pass the good talk on to his customers.

"Well, what's new?" is probably one of the questions most commonly put to the salesman. Unconsciously, perhaps, the dealer is looking for some material to build into his own conversation with his customers. The question suggests to the salesman the need of providing news from time to

Poor salesmanship, like poor advertising, too often falls short of the oceasion by talking in terms of too general a nature—falling back on those limping old war horses, "quality," "purity," "best for the money," "finest of its type," and so forth.

Something sharper is needed. Something more definite. Possibly some-thing with a picture in it. Thus a eandy salesman got quite a lot of interest from his trade by saying, "Do you know how they get a cherryjuice and all-inside of a chocolate coating?" Few dealers did. They were interested. It jazzed up cherry cordials in their minds, perhaps for the first time. And another eandy salesman put an interesting picture in his dealers' minds when he said, "I never knew until the other day that one of our men actually counts the number of seeds in samples of the raspberries that we buy. There's quite a little variation in raspberries, and naturally we want to use only those containing the fewest seeds."

The salesman who wants to get his trade talking about his product will do well to study some of the specific language used in advertising, contrasting it with the loose generalities which may get by but which are too commonplace to be widely used by dealers in selling to their own customers.

"The Purest Soap in the World" vs. "Ivory Soap—99 44 100% Pure."

"An Absolutely Safe Investment" vs. "37 years without loss to a single investor."

"A remarkable lubricating oil" vs. "Mobiloil is recommended by more au-

A few months ago, while riding between Hartford and New York in the diner, I got into conversation with a salesman. Finally I asked this man his line. He replied, "Food." We were near the end of our meal. He folded up a menu and slipped it into his pocket. "I save menus," he confessed. "I find them very useful at times in my bisiness."

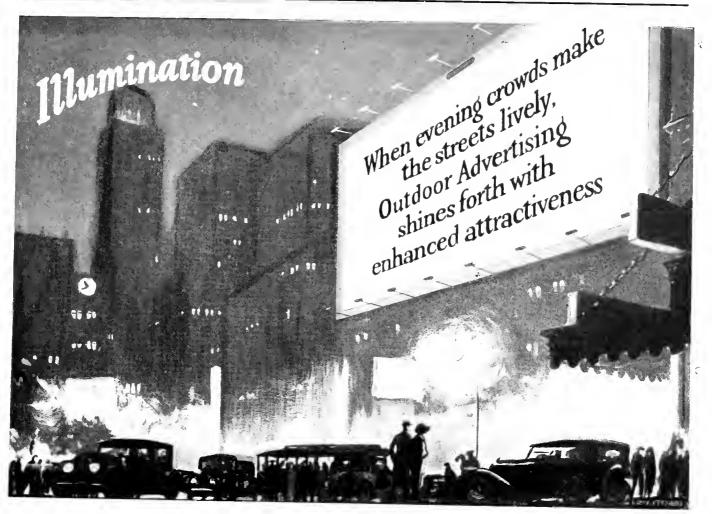
Then it came out that he sold eigars to club stewards. The stewards were more interested in food than in eigars. They had to make up menus every day and it was a job. They wanted to introduce novelties from time to time and that was a job too. This salesman collected menus from clubs throughout his territory. He thus equipped himself to help stewards with their most pressing problem. I need hardly add that he was a successful cigar salesman in consequence, and that the stewards would go out of their way to talk about his eigar to the club members. So completely had the salesman lost himself in the stewards' food problem that he thought of himself as a "food" salesman rather than a eigar salesman.

This is the well-known indirect method of warfare. The salesman knows something apart from his line which is of such interest to the dealer, or so helpful, that he feels obligated to say a kind word for our hero's product when the chance occurs.

For this reason many manufacturers are training their men to be more helpful general business counselors to the retailers on whom they call. The ideal salesman talks a great deal about methods of disposing of the stock when it is once in. He may even have to work up schemes of helping the retailer to sell out quickly a stock of competitive goods in order to make room for his own line.

The salesman may be given clippings or reprints of business paper articles which will help the retailer, these dealing with such subjects as stock arrangement, cost finding methods, window displays, and similar matters. Through his advertising agency, one manufacturer had worked up a graphic folder dealing with the basic problems among retailers in that particular line. This material shows in a striking way the four main reasons why the average merchant's earnings were not what they ought to be:

Profit Leak No. 1-Too many items. Profit Leak No. 2-Dead items.



Outdoor Advertising

HE National Outdoor Advertising Bureau, an organization of some 225 advertising agencies, was established for the purpose of enabling advertisers to place their Outdoor Advertising through the agency which handles their advertising in other media.

Outdoor Advertising, thus handled, becomes an integral part of the campaign, insuring effective coordination of all the media used.

Any advertising agency which is a member of the National Outdoor Advertising Bureau will gladly furnish authentic and up-to-date information regarding Outdoor Advertising.



IN every community, there are men who lead and men who follow. In "The New York City Milkshed," the dairymen who lead are almost without exception members of the Dairymen's League and subscribers to the paper which they own and control.

These are the men who have organized and financed the huge cooperative dairy organization which supplies the largest milk market in the country. They are men of courage and conviction, active farmers milking an average of 16 cows each.

#### Easily Identified—Easily Visualized

The readers of the Dairymen's League News form a very definite group united by a common interest—cooperative marketing. They are compressed within the limits of a clearly defined and accessible territory—"The New York City Milk Shed."

Similar in habits, customs and income, this group can be easily visualized for a strong appeal. Put your sales message before them in the columns of their own paper.

A request will bring you Sample Copy and Rate Card



## DAIRYMEN'S NEWS

New York 120 West 42nd Street W. A. Schrever, Bus, Mgr. Phone Wisconsin 6081 Chicago 10 S. La Salle Street John D. Ross Phone State 3652 Profit Leak No. 3—Wrong brands displayed. Right ones out of sight.

Profit Leak No. 4—Faulty buying. 20 per cent of the items did 80 per cent of the business. 6 lines did 75 per cent of the business.

Under each "Profit Leak" was a brief discussion together with graphs which no dealer could argue down. The discussion of these problems, of course, paved the way for a sales talk on the line to be sold. The point here, however, is that genuine help of this nature not only gets orders but also puts the dealer in the best possible frame of mind to talk the goods. The salesman really helped him. Such a salesman may help him some more. The dealer wants to see him again.

The attempt to get a dealer to talk your product is a selfish objective. The selfishness must not show. Better still, get the endeavor out of the realm of selfishness. Only then can it be really successful. As usual, it is a matter of putting one's self in the other man's place and then supplying the kind of material which the dealer can put to work easily and which can be passed on easily to the clerks in his store.

## Is There a Saturation Point in Advertising?

[CONTINUED FROM PAGE 21]

Advertising, of course, will never eease to function in civilized societyas an economically good adjunct to the distribution of goods. It will, however, undergo many a "sea change" from its present status. It is safe to predict that advertising twenty years hence will be a radically different instrument for sales acceleration from the one we know today. The bluntness will wear off. The cutting edge will be thinner, of better steel, and much sharper. Some of the grab-bag diversions and wind-mill tiltings which advertising Croesuses have permitted themselves in the past are due to come to an end.

In that inevitable day the relentless law of efficiency will bear down harder on all men who stand behind the business end of advertising. The penalty of mediocre work will be ruinous, the premium on the expert will be accentuated many fold.

The inventive resourcefulness of advertising men is going to be severely taxed to mitigate the competition which advertising has set up for itself.

The time was when the man with the courage to advertise was a luminary in himself. He stood out, silhonetted on a pinnaele. Competition gaped, and the public bought. But the big rewards of advertising, the big unearned increments to outstanding pioneers are largely past. Advertising is the order of the day now—and the exception is the man who does not use it.

What, then, lies before the advertisers who are to retain their grip in the

## The Lillibridge Viewpoint

Number Three

Issued by Ray D. Lillibridge Incorporated

New York

#### Victor Godfroi, Practical Builder

ORBES ROBERTSON, in his book, A Player Under Three Reigns, tells how Victor Godfroi solved the problem of building a new church when he became Curé of Notre Dame de Bonsecours.

It seems that the original very modest chapel of Bonsecours had been for many generations a celebrated place of pilgrimage. When Victor Godfroi was installed Curé, he at once decided to build a shrine worthy of this renowned spot. The parishioners protested on the ground that he might never be able to complete the structure—that their sacred chapel would be gone, leaving possibly a half-finished church in its place. But the Curé was not to be thwarted. He started raising the walls of the new Gothic church round the little chapel, and when the roof was on he then pulled down the old building and drew it bit by bit through the west door.

We are reminded of this every once in a while when we see some ambitious manufacturer ruthlesslytearing down a profitable little business of local proportions in the fever of building a grand business on a national scale. More than one half-finished structure of this kind, abandoned for lack of capital to complete it, is to be seen along the business highway. Businesses that would have survived had they had a Victor Godfroi to show them how to build around their little business without disturbing it, until one day they could draw it bit by bit through the west door of a great national business.

Hashort time since on "The Immeasurables of Advertising." His article is a rapid-fire of stimulating slants on "results." A copy gratis on request.

#### Measuring Desire

If you have read Willa Cather's "The Professor's House," you will remember reading this on page 29: "A man can do anything if he wishes to enough. Desire is creation, is the magical element in that process. If there were an instrument by which to measure desire, one could foretell achievement."

This probably explains the gratifying success of our "Objective Method" of planning a marketing program. We are so insistent in setting an "objective" (which is nothing more nor less than the crystallizing of a client's attainable desire and measuring it for him) that achievement comes along as a natural result of the ideas and messages created as an expression of that desire.

If you have a curiosity to know more about this "Objective Method" of marketing, we have a bulletin which tells about it, and which we shall be pleased to send you.

#### Blue Hills Far Away

Though we write the rest of the copy for our client, Chase Companies, Inc., we do not write the amusing little advertisements that appear daily in the metal trade papers. A Director of the Chase Companies writes them—because he loves to write this kind of stuff, and can, we think, do it better than anyone in our office, or in America for that matter. Nor does our Art Department draw the cartoons. F. G. Cooper does that—because he loves to illustrate copy like this with his whimsical pictures, and, we think, can do that better than anyone else in America.

The only credit we take for this campaign is that we had sense enough to see its possibilities in the first place, we hurried to bring the copy



#### why the hills look blue

The Hills look blue because they are a long way off, and because the sun's rays strike small particles of dust and other things in the air and reflect back to your eyes the blue color.

Business looks blue sometimes for the same reasons, because it seems a long way off and there are lots of little things in the way.

However, the Chinese say, "The journey of a thousand miles begins with but a single step."

Advertising is a pretty good step.

#### Chase Brass

CHASE COMPANIES, Inc., Waterbury, Connecticut

OFFICES: Boston New York Newark Philadelphia Atlanta Rochester Pittsburgh Cleveland Chicago St Louis Denver San Francisco Los Angeles

writer and artist together, and we added such enthusiasm as to get the campaign started.

A booklet in which 28 of these cartoon ads are reproduced will be sent on request. (Even to competitors!) Meanwhile, we reproduce above one of the current advertisements of this series. Was ever a better advertisement written for advertising?

#### Bread-and-Buttery Little Things

"M R. CLAFLIN," asked a young man of the great New York merchant, H.B. Claffin, "can you, in one word, give me the key to successful business?"

And the merchant prince answered promptly, "Yes—thoroughness."

To our mind, "thoroughness" is likely to be at the bottom of most every advertising and sales success. Which explains our insistance on *Follow-through* in all of our work for our clients.

Of what avail to arouse the public by forceful advertising, if you do not turn that arousing to sales account by doing those simple, bread-and-buttery little things, often to uninspiring as to be beneath the dignity of an advertising agency, that will turn interest into inquiries, and inquiries into the wherewithal to discount those bills on the 10th and meet Saturday's pay-roll and the note due next Friday—and leave a little over to be applied to the dividend account?

We have a bulletin that further explains our ideas on *Follow-through* that we'll be glad to mail any executive.

#### Vacation Announcement

I was ten years ago that we inaugurated the system, nowhappily becoming quitecommon, of closing up shop completely for two weeks in August instead of vacationing "piecemeal" all summer long. We are doing it again this year. From August 15 to 29, everybody will be away with the exception of a switchboard operator. All the rest of the summer we will be running full blast, cooled by Wagner Fans\* and refreshed by Servel† "coldery."

\*Client | Another client

RAY D. LILLIBRIDGE INCORPORATED

Advertising

NO. 8 WEST 40TH STREET, NEW YORK

TELEPHONE LONGACRE 4000

Established in 1899

teeth of this hard gale of advertising?

Some of them, certainly, will be able to discover and apply new appeals or even new uses for their products, as is suggested by the accomplishments of the yeast people, the brewers, and the mustard makers (who have lowered their appeal from the palate to the feet).

Some of them are fated to become advertisers in comparatively virgin fields where the public patience is not ready to cry "stop." These will match and extend such pioneering as is suggested by the example of public utilities, colleges, florists, engineers.

Others who have so far merely scratched the surface, and therefore not outworn their welcome with the reader, will be permitted to emerge and have their say. Into this group will fall such as insurance companies (which have to my mind a rosy future in advertising results), banks, steel makers, undertakers and monument people.

OTHERS will enjoy special dispensation because their products are designed to replace antiquated ones. I think of refrigeration, heating outfits, radios, improved pencils, tractors, electric heating pads, ironers, and percolators. In no far distant day the inferior predecessors of these will be as obsolete as the woman who uses hairpins or bakes her own bread.

Others will enjoy an unusual advertising response because their products change with the vagaries of style and hence possess a perenially novel appeal. This has already happened to the producers of such commodities as bassinettes, wrist watches, galoshes, enclosed cars, and furniture.

These sketchy cases are, to be sure, the exceptions. The average advertiser will be constrained to worry along, saturation or no saturation. He say be secure for a time in the consolation that no such thing as a "saturation point" has yet appeared in our midst. But he will nevertheless toy with the idea on rainy evenings after the baby is asleep.

The temptation to close these ramblings with a prophetic stab in the dark is too great to resist.

We might venture the view, I suppose, that saturation will confront us when every advertiser in a given field spends the same effective percentage of his business volume in advertising. Yet not even then would saturation be assured. There would always be someone willing to spend more on a chance of greater volume.

Perhaps it would be more logical to say that this questionable millenium will arrive when the backers of advertising media no longer make money by accepting additional advertising—in short, when we no longer have any place in which to put more advertising.

Against the day when it does arrive, the advertising man is not to look forward to a chance to "loaf and invite his soul"—he will have to dig in and "show the world" all over again.

#### ADVERTISING M A N A G E R

The man we want is versatile. His sales letters will bring home the bacon. He will create unusual folders and booklets. He will edit our house organ.

Above all:

He will originate startling selling schemes and work hand-in-hand with the sales department.

Firm established over twenty years. Located in pleasant town forty-five miles from New York City. Permanent position and excellent opportunity for producer.

Box No. 404
Advertising & Selling
9 E. 38th St., New York City

## The STANDARD ADVERTISING REGISTER

#### Gives You This Service:

- The Standard Advertising Register listing 7,500 national advertisers.
- 2. The Monthly Supplements which keep it up to date.
- The Agency Lists. Names of 1500 advertising agencies, their personnel and accounts of 600 leading agencies.
- The Geographical Index, National advertisers arranged by cities and states.
- 5. Special Bulletins. Latest campaign news, etc.
- Service Bureau. Other information by mail and telegraph.

Write or Phone

National Register Publishing Co., Inc. R. W. Ferrel, Mgr.

15 Moore St. New York City Tel. Bowling Green 7966

## Are you looking for an employee?

If so, turn to page 75 on which The Market Place appears. There you will find the advertisements of several advertising men n looking for good connections. Perhaps one will just suit your requirements.

#### **TESTIMONIALS**

Speaking of testimonials here's one we appreciate "I don't see how you do it. Our photostots are back almost before we realize the letters have been turned over to you. Real service."

Let us prove that for you. You want photostats when you want 'em. We get them to you.

Commerce Photo-Print Corporation 80 Maiden Lane New York City



#### CATCH THE EYE!

Liven your house organs, bulletins, folders, cards, etc., with eyegripping cuts—get artwork at cost of plates alone. Send 10c today for Selling Aid plans for increasing sales, with Proof Portfolio of advertising cuts.

Selling Aid, 808 S. Wahash Ave., Chicago

Folded Edge Duckine and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Displays

THE JOHN IGELSTROEM COMPANY
Massillon, Ohio Gaed Salesmen Wanted



Be sure to send both your old and your new address one week before date of issue with which the change is to take effect.



#### THE OPEN FORUM

WHEREIN INDIVIDUAL VIEWS ARE FRANKLY EXPRESSED



#### No More Parades?

THREE of ns—two copywriters and a layout man—stood on the crowded curb at Philadelphia and watched the convention parade.

As it filed by we hastily snatched off our badges. We hid them in our pockets. We assured the interested old lady heside us that we were jobbers of Christmas tree ornaments and rubber footwear. And we wished we were!

Some of us like to think we are part of a sound, civilized business . . . a business that is on its way to take a place among the professions. Then our quiet pride in its increasing dignity is given a lusty kick in the pants. A parade is put on to show the whole world that the "ad game" is still the glorified county seat of hokum.

There were floats, many and elaborate. We do not question the spirit of the manufacturers who entered them. We do question the judgment of the people who conceived the idea. For there is a great deal of blithering and blatting about irregular mediums that are parasitic upon advertising appropriations, and if a parade float is a legitimate advertising medium, so is your old man!

Rather pitiful, perverted publicity coupled with slightly rancid showman-ship. That's what the parade was until the Mummers came along. The glorious, vulgar, prancing, playing Mummers. The only part of the parade, barring the soldiers and sailors, that did not cheapen the advertising business.

Honest hearts may have prompted this parade, but poor taste ruled it. It wasn't necessary. It wasn't helpful. It helped lower the tone of the convention to that of a volunteer firemen's field day.

When even Ringling Brothers no longer have a parade, it does seem that the Advertising Clubs of the World should be able to lift themselves out of the dog-and-pony show class.

NEAL ALAN, Philadelphia, Pa.

#### What Ails Radio?

Is not the present state of affairs in the radio industry the logical outcome of a policy which puts the seller first and the consumer last?

In Great Britain one hears many complaints about their broadcasting stations but everyone in a position to judge returned Americans and Canadians—assures us that the British get both better concerts and better results over a cheap set than can be obtained over the vastly more expensive sets on this side of the water.

As a result the number of licenses issued increased by over 500,000 during 1925, and on Jan. 1, 1926, over 1,800,000 British fans held licenses. British authorities complain that only a proportion of actual owners take out licenses (in Canada the number of licenses to set is roughly one to five), but even assuming that every fan is within the law, the ratio of licenses to homes is five to one or exactly the estimated number of sets to homes in the United States.

British radio manufacturers have devoted greater efforts to improving the service than to selling their products. Their advertising has developed steadily rather than in seasonal rushes, and both the home and export trade appear to be in a much more satisfactory condition than on this continent.

Advertising without good roads would never have sold automobiles to rural dwellers. Good advertising and good roads combined could never have sold high priced cars in such quantities as Henry Ford sold good low priced cars.

Given good broadcasting and good low priced radio sets, good advertising will create a large volume of business for those radio makers who use it.

VAL FISHER, Principal, Canadian Business Research Bureau, Toronto

### "The Public Is the Only Gainer"

ASHORT article which appeared in Helpful Hints, a diminutive house organ which I edit for the L. E. Waterman Company, happens to have been widely noticed, quoted and commented on.

The article was about price-cutting. One paragraph, describing a price-cutting combat between two retailers, ran thus:

The aftermath of such wars is always the same. Both sides have to stop somewhere. That somewhere is a point far below cost, deep in the red ink. The public is the only gainer.

Joseph A. Richards, in ADVERTISING AND SELLING for June 16, takes the above paragraph and, using it as a text rather than a target, propounds the query whether the public really is a gainer in such cases. He feels that the public is not always, and not often, the gainer when the price of standard merchandise is cut. Mr. Richards takes the broad position that if there

is enough of such price-cutting the goods themselves are discredited, the makers are tempted to sophisticate the quality and the trade as a whole is demoralized; so that in the end the public loses.

He very rightly believes that the manufacturer of a good product, despite the fact that his motive is merely self-seeking, is a benefactor of the public in placing before it a commodity which the public wants so much that it willingly exchanges hard-earned dollars for it.

However, there are two sides to pricecutting. There is the long-distance aspect: Will or can this cut price work through unexpected chains of cause and effect to an end detrimental years hence? And there is the immediate aspect: If John Smith, through the wild rivalry of two merchants, buys a \$4 article for \$2, is he or is he not \$2 ahead?

He is.

John Smith is more conscious of the two dollars than he is of logical filiations that will some day move him to tears that he ever encouraged a trade war.

And when I say John Smith I mean, of course, large numbers of people, a mass of purchasers.

You can call this mass "the public"; if you do, you incline to the statesmanlike conception that deep price cuts harm everybody sooner or later.

You can call this mass merely so many purchasers; if you do, the picture of each individual gaining \$2 is vivid and you are less likely to augur disaster.

Had the article said that "the purchasers are the gainers" perhaps the meaning would have been clearer. Price wars are windfalls for the lucky few or many who visit the counter.

Whether these flurries in merchandising that are called price wars react at length against the general welfare is not so certain.

It is certain that whether the public gained or not, the price-cutting merchants did not. They lost. They need not have done so. An overstocked dealer has many ways to move goods without sacrificing profit. One way is advertising.

Our little article pointed out, also, that the mere moving of merchandise across a counter, by selling below cost, is a joke. Anybody can do it. It is akin to giving. Price-cutting turns business into a child's game. Seldom is there real excuse for it.

EDMOND A. TOWNLEY, New York City



## Youth Has a Way of Getting What It Wants

THE old saying—"Youth Will be Served"—is truer today than it ever was before. Youth is being served far better than ever before.

Youth likes to spend money and buys quickly. Youth is the best salesman in the world; Youth will sell your products to the person who controls the purse-strings.

College Humor with its verve and snap and humor and sentiment appeals strongly to youth.

And where youth and money are combined sales resistance is low.

There's a lot more to tell you about College Humor and its readily responsive quality market. A survey of the readership has just been completed and will be sent to you upon request.

PRINT ORDER—OCTOBER ISSUE 500,000

## CollegeHumor

B. F. Provandie, Advertising Director 1050 NORTH LA SALLE ST. CHICAGO

SCOTT H. BOWEN, Eastern Manager 250 Park Avenue, NEW YORK

GORDON SIMPSON, Representative Chapman Bldg., LOS ANGELES, CAL,



## HALFONTE-HADDON HALL ATLANTIC CITY

Spring and Summer Outdoors: SEA BATHING BOARDWALK ACTIVITIES GOLF TENNIS YACHTING FISHING AVIATION

Due to their wonderful location, their personal attention to guests, all the most modern material comforts, and their sincere atmosphere of friendly hospitality—these two delightful hotels have long enjoyed a most unusual patronage, nationwide in extent.

> American plan only. Always open. Illustrated folder and rates on request.



LEEDS and LIPPINCOTT COMPANY

> On the Beach and Boardwalk. In very center of things

"Dual-Trio" Radio Concerts, Tu evenings. Tune in WPG at 9 Tuesday



Your Consumer Campaign with Trade Publicity

for Sample Copies address:

ONIT GOODS PUBLISHING CORP.

93 Worth Street New York City New York City

n in an sias kintikim masanina saiti

#### Unbiased Research

Re suspictions of "research" material—look for the bias. So much research that is offered today has an "axe" hilden in it.

The Bourse has not one throw to sell best-decompetent research; it has not a solitary interest in "provings" anything. We are organized to get at the truth, whatever it is.

Resident field service in 220 cities; inclustry survey ready compiler on 387 industries, and on wer 150 merchandising problems and methods Write for details.

#### THE BUSINESS BOURSE New York City

15 West 37th St. New Yo Tel.: Wisconsin 5067

in London, represented by Business Research Ser-vice, Aldwych House, Strand

## House to House Selling

Here's an organization of direct selling specialists, servicing many of the most successful firms in the field our long experience and accumulated knowledge of "Straight Line Marketing" will be valuable to you Write us about your plans before you experiment. THE MARX-FLARSHEIM CO., Rockaway Bldg. Cincinnati

#### Is Cooperative Advertising Here to Stay?

[CONTINUED FROM PAGE 27]

hereafter will be charged to those participating and not to the nature of the undertaking. Since we believe cooperative advertising is here to stay, let us build a composite plan for successful efforts, that it shall not perish from the orb of modern advertising, or cease to be an effective means of collectively valuable accomplishing missionary or educational advertising which no one advertiser or contributor could afford to do, or should do. Since lack of, or withdrawal of, financial support has stopped or retarded results of many campaigns, how should the money be raised to insure continuity of support?

UNDS for a majority of the successful campaigns have been raised in one of two ways. Either there has been a tax on the unit of production or on the amount of sales. Both methods seem to work fairly satisfactorily although they are not entirely free from objections. Continuous support should be pledged for not less than five years.

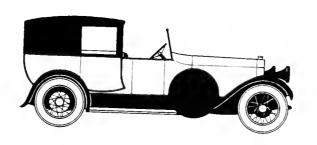
Experience has taught that it is more satisfactory to work on some preceding year than to attempt to finance the campaign on the current production or sales. The funds should be known far in advance for a campaign to be planned to the best advantage. Payments can be arranged in quarterly, or twelve equal, advance installments, and contributors should know what it will cost so they can plan their own finances.

To overcome any objection that assessments divulge the amount of husiness of members to competitors, contributions can be sent direct to the association bank and credited to the advertising fund. Then the bank reports to the treasurer only the gross amount received. To overcome objections of low funds if the previous year was bad, the best previous year could be taken or the same good year used again until the current year piled up a record ahead of the base year selected.

In order that the entire industry or trade may help, additional plans of payment may obtain. Not only can manufacturers or producers contribute in proportion to sales, but distributors, dealers, local contractors and salesmen can be given opportunity to participate in bearing the expense of promotional

The well-established principle of taxation should be employed in most cases; namely, that each contribute according to his ability. Where applied, that principle seems to work. Each benefits according to his contribution. Of course, that is not always true. Sometimes the dominant firm of an industry would profit less in proportion by the cooperative campaign than some of the lesser members. Such a firm must

# The ew DELINEATOR



he true Story of a
Man who had a
New Body built
for his old PierceArrow chassis + +

It was not a question of money. This man spent \$4,800 for a new custom-built body on a Pierce-Arrow chassis that he had run for years.

Here is what he said:

"Although I have owned many machines of different makes, this car has always taken me where I wanted to go and brought me back again.

"It has gone only 45,000 miles and is good for 250,000 more by putting a new body on it.

"I now have all that is possible in appearance and I am on a chassis that I know is good."

The above story—a true one—fits aptly the new Delineator. This man's wife should be a subscriber and probably will be; a woman who is thoroughly modern but who values deeply things or institutions of proved excellence.

There is no publication in the world with finer traditions than The Delineator for usefulness to women throughout the civilized globe.

No part of this sound basis of worth will be sacrificed when, on November first, The Delineator and The Designer are combined in one magazine to be known as *Delineator*.

The chassis—if you will—that through the years millions of women have proved reliable, will be kept. On it is being built the finest body that modern taste can construct.

Delineator will be new in appearance, new in its interpretation of service, but old in the integrity of its intent to serve and its knowledge of how to make itself indispensable to the women of its time.

The price of the new Delineator will be raised to 25 cents a copy.

The circulation, from the November issue, will be guaranteed at 1,250,000.

As the present combined circulation of Delineator and Designer is 1,700,000, guaranteed, it is apparent that for some time to come the advertiser will be receiving several hundred thousand excess circulation.

The new Delineator appears the first day of November and closes September 1.

THE BUTTERICK PUBLISHING COMPANY
S. R. LATSHAW, President



figure the total above their own contribution as just that much added advertising bought at a bargain. For example, for the price to the fund of one page of Saturday Evening Post advertising a paint company secures an added message thirteen times in that very medium by the Save-the-Surface Campaign, besides all of the other advertising activities the campaign committee is carrying on. A "pretty good buy!"

Thus, to begin with, there is the necessary factor of financial cooperation. Unless every member contributes in proportion to the value that he will receive, and unless he contributes in proportion to his position in the industry, the campaign will not run smoothly. Having the money, how is the best way to spend it to register results?

The group of contributors must sit together and analyze the entire potential market that they are trying to reach-where it is, how much andif seasonal-when they are selling, how much more they can sell, their productive capacity, good will already existing, sales force, distribution, dealer relation, etc. In short, they must decide what they want to do in advertising. Having done this and determined how much money they have to spend, they must choose advertising media with relation to their plan of action, the market they hope to reach and the dealer prestige of various publications. The battle is ready to begin. With proper funds, a real objective and organization to carry on the campaign, what basic plans seem to be most successful or suggestive of composite ideas to use?

With a small appropriation only basic media can be used. In building materials, for example, one could use Sweet's Architectural Catalogue, one or more architectural papers, a builder's paper, constructive direct-bymail informative literature to these and other important specifiers and users on a cooperative basis to supply local dealers and distributors with direct-by-mail and newspaper cuts. A staggered campaign in House and Garden, House Beautiful, Country Life and Better Homes and Gardens might be included if funds permitted.

With larger appropriation in addition to this basic plan, consumer or general publications and women's magazines might be used with offers to local interests to supplement such advertising with newspaper copy, offering to pay half of the cost. With such large appropriations it is possible to amplify architectural and other appeals by using more of the media serving respective divisions of industrial and technical readers, who are potential buyers or specifiers of the product or service.

Before coming to any conclusion regarding the choice of media, it is well to investigate thoroughly the coverage with relation to the market which is being sought



# Firm Foundation

A FIRM foundation on which to build your sales success in the oil industry is offered in Oil Trade. Yours will be no castles set on shifting sands, for Oil Trade is deep rooted in the appreciation of the big men of the industry, the men who influence the buying.

Send for our booklet "More Business from the Oil Industry."

Oil Trade
Including Oil Trade Journal and Oil News

350 Madison Ave., New York Chicago. Tulsa Los Angeles

Publishers of Fuel Oil

## Slumping—UP!

July Oral Hygiene carried a great deal more advertising than any other July issue in the paper's 16-year history.

Reason: space increases by old advertisers.

#### ORAL HYGIENE

Every dentist every month
1116 Wolfendale Street, N. S.
PITTSBURGH, PA.

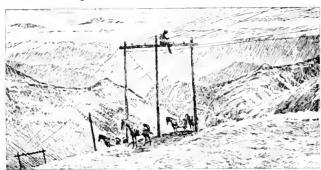
CHICAGO: W. B. Conant, Peoples Gas Bldg., Harrison 8448

NEW YORK: Stuart M. Stanley, 53 Park Place. Barclay 8547

ST. LOUIS: A. D. McKinney, Syndicate Trust Bldg., Olive 43

SAN FRANCISCO: Roger A. Johnstone, 155 Montgomery St., Kearny 8086

#### Telephone line over the Rocky Mountains



## The Builders of the Telephone

SPANNING the country, under rivers, across prairies and over mountain ranges, the telephone builders have carried the electric wires of their communication network. Half a century ago the nation's telephone plant was a few hundred feet of wire and two crude instruments. The only builder was Thomas A. Watson, Dr. Bell's assistant.

It was a small beginning, but the work then started will never cease. In 50 years many million miles of wire have been strung, many million telephones have been installed, and all over the country are buildings with switchboards and the complicated apparatus for connecting each telephone with any other. The telephone's builders have been many and their lives have been rich in romantic adventure and unselfish devotion to the service.

Telephone builders are still extending and rebuilding the telephone plant. A million dollars a day are being expended in the Bell System in construction work to provide for the nation's growing needs.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES



IN 1TS SEMI-CENTENNIAL YEAR THE BELL SYSTEM LOOKS FORWARD TO CONTINUED PROGRESS IN TELEPHONE COMMUNICATION

Bakers Weekly A.B.C.-A.B.P. New York City NEW YORK OFFICE—45 West 45th St. CHICAGO OFFICE—343 S. Dearborn St. Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

#### LUMBERMEN

offer power plant equipment and mill accessory firms; building material and truck manufacturers a big sales field. For surveys ask

American Cumberman
Est. 1873 CHICAGO, ILL.

#### The Advertising Club of Baltimore Holds Elections

The following officials were elected at a recent meeting of Advertising Club of Baltimore: President, E. Lester Muller; vice-president, R. E. Stapleton; secretary-treasurer, N. M. Parrott; counsel, Walter V. Harrison. Those elected to the board of governors were: Howard H. Cone, E. Lyell Gunts (3-year term); and G. Alfred Peters, Jr., C. R. Wattenscheidt, D. Stuart Webb, S. L. Hammerman, Peyton B. Strobel, David Lampe, C. H. Kroneberger, Herman Gamse, William A. Albaugh, H. J. Moehlman, LeRoy R. Hatter, John Elmer (1-year term).

#### Annual Elections Held by Chicago Advertising Council

The Chicago Advertising Council announces the election of the following officials: President, Homer J. Buckley (re-elected); first vice-president, G. R. Schauffer; second vice-president, Stanley Clague.

#### Public Utilities Advertising Association Elects Officers

During a recent meeting in Philadelphia, the Public Utilities Advertising Association chose the following new officers: President, Frank L. Blanchard, Henry L. Doherty Company; first vice-president, George F. Oxley, National Electric Light Association; second vice-president, Hal. M. Lytle, Chicago Rapid Transit Company; secretary, Henry Obermeyer, Consolidated Gas Company of New York; treasurer, Charles W. Person, American Gas Association.

#### Philadelphia Club of Advertising Women Elects

At the annual election of officers held recently by the Philadelphia Club of Advertising Women the following officials were chosen: President, Mrs. Ellen S. Patten (re-elected): vice-president, Miss Florence M. Dart; treasurer, Mrs. B. Ewing Kempff, recording secretary, Miss Mary J. Denton; corresponding secretary, Miss Clare V. Fey.

#### American Golf Association of Advertising Interests Changes Its Name

At the conclusion of the annual tournament of the American Golf Association of Advertising Interests, held at Cooperstown, N. Y., it was decided to change the name of the association, because of its unwieldly nature, to the Summer Advertising Golf Association. The following were elected officers for 1926-27: President, II. II. Proskey, New York; first vice-president, Joseph Lynch, Chicago; second vice-president, Nelson Peabody, Boston; secretary-treasurer, Eugene Kelley, New York.

# The Newspaper Situation In Buffalo <u>Has</u> Changed!

Present Circulation of Buffalo Evening Times

over 115,000

Present Circulation of Buffalo Sunday Times

over 135,000

# BUFFALO TIMES

NORMAN E. MACK, Editor and Publisher VERREE & CONKLIN, Inc., National Representatives

NEW YORK

DETROIT

**CHICAGO** 

SAN FRANCISCO

## CannedExperience

Buv vour books on the Budget Plan



You pay for your books in small monthly payments Prices the same as for

That old saying about experience being the best teacher is absolutely sound in one sense. But most of us recite it without thinking that exrectice it without thinking that experience may be of various sorts—
the experience of other men as well
as our ocon, "canned experience," if
you please, ready for use. Just onen
and serve yourself! Why not take
advantage of the experience of other
men as far as we can and save not
only years of time but many expensive lessons?
Ho you know how much of the world's

sive lessons? Ho you know how much of the world's best research in the advertising and selling field is contained in

#### McGRAW-HILL BOOKS?

That single fact or idea may be worth many times the price of the book to you.

## 1 Strong— PSYCHOLOGY OF SELLING AND ADVERTISING

461 pages, 5 x 8, Illustrated, \$4.00 How needle buy and how they can be sold. A practical explanation of the part psychology thays in selling and advertising—facts you can apply to your own efforts and problems

### 2 LATOR - ILLUSTRATION IN ADVERTISATING

319 oages, 6 x 9, Illustrated, \$4.00 How illustration can increase the effectiveness of advertising. Practi-cally all treatments are covered in

#### 3 Pratt— SELLING BY MAIL

428 pages, 5 x 8, Illustrated, \$4.00 Crivets every angle of modern mail sales work. Explains principles and shows how they work out in practice, Packed with ideas, suggestions, meth-ods, danger signals—facts you can put to good use

### 4 White -MARKET ANALYSIS

New Second Edition
438 pages, 5 x 8, \$4.00
A new edition of this standard
work on market analysis New material on agency market research, industrial and community surveys and
newspaper surveys.

## 5 Kepagy and Yoakum SELECTION AND TRAINING OF SALESMEN

380 pages, 5 x 8, \$3 50
Definite principles in selection, training and development of salesmen. Helps to take guess and hunch out of this important marketing step.

Choose any of these McGraw-Hill oks that you would like to seemany as you wish. Read them for ten days free—keep one you want—send back those you

those you want—seed then't want.

Pay for the books you keep ss you use them. If you keep \$15 worth of books, send \$3 in ten days and \$3 or this.

The smallest monthly payment is 3. If you keep \$6 worth of books, and \$3 in ten days and \$3 a month

The monthly installments must be large enough for the entire account to be paid in full within six months. Begin to Budget Your Book Buying

#### FREE EXAMINATION COUPON

McGRAW-HILL BOOK CO, INC. 370 Seventh Avenue, N Y Sent me the books checked for 10 days free

Sent me the books checked for 10 days free examination:

Strong—Psychology, \$4.00
Larned—Hiusteation, \$4.00
Pratt—Selling by Mail, \$4.00
White—Market Analysis, \$4.00
Kenagy and Yoakum—Sel, & Tr of Salesmen, \$3.50
I agree to return such books as I do not wish to keep, postpaid, within 10 days of receipt and to remit at the same time my first installment and the balance in equal installments each month. Minimum monthly payments, I understand, are \$3 and account is to be paid within Name

# In Sharper Focus

#### William A. Hart

ROM stories of how various men happened to take up advertising, it appears that it is a point of distinction not to have drifted into the business-or profession-whichever prefer. William A. Hart claims that he decided when he was still in high school that he wanted to become an advertising man. He did not know then whether it was a business or a profession. He solicited "ads" from local merchants for the school paper and athletic programs, and so got an idea of what it was all about. And today, after years of experience, he is still certain that he likes it.



When he entered the University of Michigan he was firmly determined to become an advertising man. He selected his college courses with that end in view. Even his extra-curricular activities, aside from "fussing," as it was called in those days, were also taken up with his main ambition in mind.

While a student, he showed that he had native talent in the advertising line. Certainly, no one without such ability could have sold merchants space on a student's desk-blotter, on the basis of 2500 circulation and no way of checking up on the blotter's distribution. But he did it and made some expense money. Later he was business manager of The Wolverine, a triweekly news sheet published at the university during the summer session.

During one summer vacation he managed to get a job on the advertising staff of The Chicago Tribune. It consisted of soliciting classified ads. He has remarked about this experience since: "I wanted to enter the advertising field in the worst way, and I guess I did."

Graduated from the university in

1914, he went to work at once with the Burroughs Adding Machine Co. of Detroit, as an assistant to E. St. Elmo Lewis, then advertising manager. He was at first set to elipping magazine and newspaper articles concerned with bookkeeping and accounting which might be of use in Burroughs literature. Though, in confidential moments, he will now admit that any bright youngster could have done the work, he went at it as though it were of primary importance to the success of Burroughs advertising. Soon, however, he was given among other duties the editing and preparing of business bulletins and house organs.

When, in 1915, the late Edwin A. Walton succeeded Mr. Lewis as advertising manager, Mr. Hart was placed in charge of the national advertising division. A year later he was made Western district advertising manager, with headquarters in San Francisco. He combined his business trip to the coast with his honeymoon by taking unto himself a wife just before starting West.

May, 1917, found him back in Detroit in charge of the advertising of the Detroit Steel Products Co. The fates had evidently agreed, however, that he was not to remain in the Michigan metropolis. In December, 1918, he aecepted a position in the merchandising department of Frank Seaman, Inc., and moved to New York City. A year later he was made manager of the marketing division of the agency and continued in that capacity until August, 1923.

In 1923 Mr. Hart became director of marketing and production for the Elliot Service Co. of New York City. Despite his title, he was still an advertising man but advertising per se was only a small part of his work. Whether this had anything to do with his accepting in the next year his present position, that of director of advertising for the E. I. du Pont de Nemours & Co., has not been determined.

To take up his new duties he had to move himself and family (which had by this time increased by two: a son, William A., Jr., and a daughter, Winifred Jean) to Wilmington, Del. Both Mr. and Mrs. Hart left New York with great regret.

He is remarkably free of hobbies, except that advertising is his hobby as well as his business. He has thus far never attempted a book about advertising and merchandising, but various phases of both have been the subject of magazine articles which he has written. In further support of the contention that advertising is his hobby, he is a director of the Association of National Advertisers.

# General Tire Doubles its Business in St. Louis in April

Secures 156 New Customers as result of 10 day Advertising Campaign in the Globe-Democrat Exclusively



The General Tire Company doubled its sales in St. Louis in April over April of last year as the result of increased business secured during a 10-day advertising campaign placed in The St. Louis Globe-Democrat exclusively.

156 car owners who had never used General Tires bought Generals as a direct result of the advertising . . . .

Sales averaged 3 tires per customer, and, in addition to the sales of tires for passenger cars, commercial business was substantially increased.

Here is an advertising success which stands out in tire history in St. Louis—accomplished by a single store during the unfavorable, unseasonal weather of a "late" April—with advertising placed exclusively in one newspaper . . . . St. Louis' Largest Daily.

The results are all the more significant in view of the fact that the General is a top-quality tire selling at a high price.

In selecting The Globe-Democrat alone The General Tire Company chose the newspaper that reaches more automobile owners than any other St. Louis daily and which is acknowledged to be the logical medium for automotive advertising.

Tires, motor cars, food, shoes, cigars, or whatever your product may be, The Globe-Democrat can help you to build sales economically in St. Louis and The 49th State.



Ask the nearest Globe-Democrat representative for the facts about The 49th State, that great 20-Billion-Dollar Area, radius 150 miles surrounding St. Louis, its Capital. Write for details of the service which our Research Division and the Service and Promotion Department can render, and for the list of 690 national advertisers who found it profitable in 1925 to use The Globe-Democrat exclusively.



St. Louis Globe-Democrat

The Newspaper of The 49th State

F. St. J. Richards...........New York
Guy S. Osborn..........Chicago

C. Geo. Krogness......San Francisco Dorland Agency, Ltd.....London

los. R. Scolaro . . . . . . . . . . . Detroit

## Advertist

THE advertising business and American advertising men are singularly remiss in an important matter which I deem it my duty to draw attention to -as I do, solemnly and expensively, herewith and hereinafter:

In this advertising business or profession, if you are of the Mauve Decade—we have advertising agencies, ad-writers, commercial artists, advertising salesmen, advertising engineers, visnalizers, contact men, space buyers, research men, merehandiscrs, advertising counselors, advertising managers, and so on, down to publishers.

It takes something like twenty-two long and costly words to name them all. Why not get one word to cover the lot?

Why not, indeed?

The real estate men have become Realtors. The electrical people are now Electragists. The gentleman who looks after our mortal remains is no longer an undertaker-he's a Mortician. But we advertising men are still a dictionary.

It is no laughing matter, gentlemen, and this brilliant idea of something new and better is not to be sneered at except by our best sneerers.

I suggest ADVERTIST.

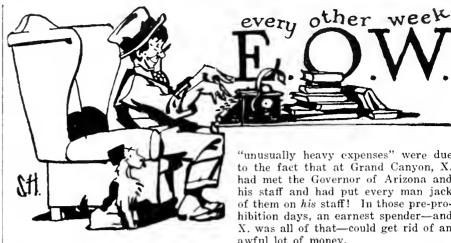
Short, peppy, descriptive, embracing, it fills the prescrip-

Or what have you?

The best suggestion received before August first will receive the plush covered Webster, if obtainable.

a. R. Maujev. UNDUSTRIAL POWER 608 So. Dearborn Street Chicago, Ills.

Insectinal Powers a name descriptive of the cause et ares and the class of men it reaches 12,000 important plants are reled and ren symen who real Industrial



Efficiency!

Shortly after the Armistice was signed in 1918—nearly eight years ago -the Soviet Government authorized the construction of a central electric station in Petrograd, which was intended to furnish light and power not only to that city but to a number of smaller places nearby.

The building is nearly, but not quite, finished.

To erect a similar building in New York, a Russian friend tells me, would take seven or eight monthstwelve, at most.

#### An Earnest Spender

Died, recently, at Atlantic City, a man whose name means nothing to the present generation of advertising men. For which reason it will not be printed here.

As an advertising salesman, he was in a class by himself. I doubt if he ever had an equal. I am sure he never had a superior. Every qualification, but one, which a salesman should have was his-tact, a keen sense of humor, daring, resourcefulness, a likeable personality, a logical mind and a most convincing and eloquent tongue.

Of the hundreds of stories that are told of him, this one is, perhaps, most characteristic, for it throws light on his twin weaknesses - extravagance and generosity.

Years ago, when he was a member of the western staff of a well-known magazine, X.'s chief suggested that he go to California, on a three weeks' business trip. The matter of expenses was discussed. X. insisted that he be advanced a certain sum. His chief was horrified. "Why," said he, "that is more than 1 spent in six weeks, last summer, and I had my wife with me."

X. was obdurate. The amount he named, he said, was really not enough. To make the trip properly, he should have at least 50 per cent, more. They compromised—at X.'s figure.

X. started for California. Five days later, his chief got a telegram from him. It read: "Grand Canyon, Arizona. Must have \$500.00 quick. Have had unusually heavy expenses.

It developed, on inquiry, that the

"unusually heavy expenses" were due to the fact that at Grand Canyon, X. had met the Governor of Arizona and his staff and had put every man jack of them on his staff! In those pre-prohibition days, an earnest spender-and X, was all of that-could get rid of an awful lot of money.

#### Such a Nice Voice!

Every week or two, I call at the office of a certain concern with which I have business relations. Invariably, I have to go through the same rigamarole.

The young woman at the "Information" desk, who is also the 'phone operator, gives me a chilly glance, as though to ask, "What the hell are you here for?" What follows can be told best in dialogue.

Myself: "Mr. Blank-to see Mr. Soand-so."

Information: "What name?"

Myself: "Mr. Blank."

Information: "Have you an appointment?"

Myself: "No!"

Information reluctantly consents to eall up Mr. So-and-so, Finally: "He'll see you in a few minutes."

Now, if this sort of thing happened only once or twice, I should have no comment to make. But it is a continuous performance; and it is irritating. "Information" knows-or should know-my name. She knows-or should know-that my interviews with Mr. So-and-so are usually of an hour's duration; and that, as a rule, we leave the office together. But no! sticks to her formula,

I cannot but contrast her attitude with that of a young woman whom my wife telephoned to a few days ago. Her interest was so manifest and she had "such a nice voice" that Mrs. Jamoc immediately decided to buy the article, regarding which she had made telephonic enquiry. And she did.

The telephone companies are everlastingly right when they say, "The voice with the smile wins."

#### Which Is Correct?

Mr. Coolidge, in a speech which he made recently and which was "wirelessed," pronounced the word "contemplate" with the accent on the second syllable. Thus: con-TEM-plate.

I myself put the accent on the first syllable. So: CON-tem-plate.

An Oxford man tells me that the word should be pronounced with the accent on the third syllable-con-tem-JAMOC. PLATE.

# Who Told You?

T IS a truism that the most powerful form of advertising is Word-of-Mouth.

Printed advertising would not be necessary if there were a million people talking about a product—if they were talking favorably, truthfully, covering all important points, keeping up-to-date, keeping at it all the time, reaching new people constantly and never tiring of the subject.

But there is no product so popular, there is not even a great public cause so well understood and so favored, as to enjoy continuously that degree of loyalty and support.

Word-of-Mouth is slow to start and quick to stop. The public memory is short, and its inertia is great.

Therefore printed advertising has been developed as a stimulus to Word-of-Mouth.

Advertising not only persuades individual readers to buy, at once or eventually, but its indirect influence is far more vital. It creates and stimulates and informs and renews Word-of-Mouth.

Without always knowing exactly where they learned it, alert people are continually passing along the reputation of products which they have seen advertised, which they may have themselves used as a result of advertising and their faith in which has been confirmed by further reading of the advertising.

It makes a great difference to you who tells you what to buy. You pay small heed to the chatter, no matter how voluble, of those for whose standards and judgments you have no respect.

This matter of the relative authority of Word-of-Mouth is not determined by relative wealth, or education, or social status.

There is, however, one broad criterion, and that is alertness. At every income level, in every stratum of society, in every community, there are certain persons who form judgments and express them and make them effective. Their Word-of-Mouth is accepted by those who listen to them as being authoritative. While none of them is an authority on everything, they do have one common characteristic—alertness.

Good-will, the most valuable asset any business can possess, is nothing more or less than the favorable opinion of the alert and it is this that is coming to be known as The Biggest Thing in Business.

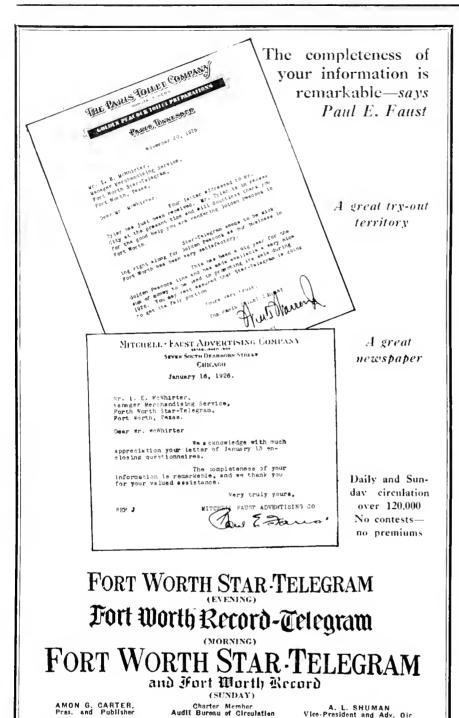
Alertness makes people discover and try products.

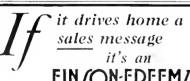
Alertness makes them master the essential facts about products which please them.

Alertness makes them transmit these facts by Word-of-Mouth because they are vocal and because they are active in neighborly contacts.

And, as it happens, alertness is the very characteristic which makes 4,709,293 people in 1,400,000 families become readers of such a paper as The Literary Digest.

Who told you? Did a Literary Digest reader tell you?











#### New Directory of Mexican Industries

Compiled and revised by the Mexican Department of Industry, Commerce and

Labor,
Containing 16,000 valuable addresses of all industries now operating in the Republic

Machinery manufacturers, raw material houses, expo uses, exporters, lumbermen, merchants d bankers. You all want to have a copy this valuable book on Mexican Industries.

Order your copy TO-DAY.

\$10.00 Post Paid or remitted C. O. D. Parcel Post if desired.

Campañia Mexicana de Rotograbado (Mexican Rotogravure Co.) MEXICO CITY

### **Educative Campaigns** That Fall Short

[CONTINUED FROM PAGE 25]

There is advice in every manuacturer's educative literature as to what to do when a customer comes in with a thin face, and what kind of cream to suggest if her facial contour is that of the proverbial roly poly. Besides this, almost every kind of face is described for the salesperson, who wanders all day among preparations said to do things without price and who lacks anything like vision to imagine that they can do it. To her cleansing cream is something in a jar to be pushed indifferently across the counter. It is not possible relief from blackheads; cleanliness, mistiness, dewiness, freshness and a few simple little things like that.

ND there is of course advice about AND there is of course and invaluable suggestions for make-up, information about different types of powder, bleaches. But in the great majority of instances, the careful literature prepared by the manufacturer doesn't get across.

But it is read, declare enough buyers from enough representative retail establishments to make their answers of some value. One store has a system whereby every piece of literature which comes from the manufacturer is tacked up on a board. These copies are given to the salespeople, and they are expected to sign their names when they have read the matter therein contained. "Read and forgotten" was what should have been said. Read and forgotten is what happens, if anything can be judged by the reception one gets at that particular manufacturer's outlet.

A few buyers, too, do not translate toilet preparations as do the manufacturers, as something with which to ereate a skin you love to touch, a fascinating, wicked, vampish-appearing Lilith out of a jar of cream rouge, a lip stick, or something which you put on your eyebrows. A pot of cold cream is to them a pot of cold cream, nothing more. A pot of cold cream to be moved, to be sure, but not to be thought of as creamy skin, clean, healthy, glowingly fresh.

Why not a "types" cosmetic advisor; a woman, say, connected with the toilet goods department of a retail store who will patiently go into the details of the needs of a Lilith or an Eve complexion, and who, when a woman asks what she needs for wrinkles, will do more than hand indifferently over the counter a decorative jar of anti-wrinkle cream, which the average woman hasn't the least idea how to use, and which she would probably use as wrongly as possible? What a marvelous opportunity to suggest an entire beauty regimen, with the preparations which match each step!



# Mestmont Enamel

"The artist gives infinite care to wery stroke of his brush In the art of paper making Westmont Enamel is given equal care that every sheet may produce a true copy of a work of art"

Mil Price List
Tikko Enamil
Narmwite Enamil
Narmwite Enamil
Nesting Enamil
Fishman Enamil
Fishma

Sig

Sis

# The Mill Price List

## Distributors of

## Westvaco Mill Brand Papers

THE CHATHELD & WOODS CO. 20 W. Glenn Street, Atlanta, Ga. THE ARNOLD-ROBERTS CO. Augusta, Me. Bradley-Reese Co. 308 W. Pratt Street, Baltimore, Md. GRAHAM PAPER CO. 1726 Avenue B, Birmingham, Ala. THE ARNOLD-ROBERTS CO. 180 Congress Street, Boston, Mass. THE UNION PAPER & TWINE CO. Larkin Terminal Building, Buffalo, N.Y. Bradner Smith & Co. 333 S. Desplaines Street, Chicago, Ill. WEST VIRGINIA PULP & PAPER CO. 732 Sherman Street, Chicago, Ill. THE CHATTIELD & WOODS CO. 3rd, Plum & Pearl Sts., Cincinnati, O. THE UNION PAPER & TWINE CO., 116-128 St. Clair Ave., N.W., Cleveland, O. GRAHAM PAPER CO 421 Lacy Street, Dallas, Texas CARPENTER PAPER Co. of Iowa, 106-112 Seventh St. Viaduct, Des Moines, Ia. 551 E. Fort Street, Detroit, Mich. THE UNION PAPER & TWINE CO. GRAHAM PAPER CO. 201 Anthony Street, El Paso, Texas GRAHAM PAPER CO. Houston, Texas 6th & Broadway, Kansas City, Mo. GRAHAM PAPER CO. 175-185 Hanover Street, Milwaukee, Wis. THE E. A. BOUER CO. Graham Paper Co., 607 Washington Avenue, South, Minneapolis, Minn. GRAHAM PAPER CO. 222 Second Avenue, N., Nashville, Tenn. THE ARNOLD-ROBERTS CO. 511 Chapel Street, New Haven, Conn. GRAHAM PAPER Co., S. Peters, Gravier & Fulton Streets, New Orleans, La. BEEKMAN PAPER AND CARD CO., INC., 137-141 Varick Street, New York, N.Y. WEST VIRGINIA PULP & PAPLR CO. 200 Fifth Avenue, New York, N. Y. 9th & Harney Streets, Omaha, Neb. CARPENTER PAPER CO. LINDSAY BROS., INC. 419 S. Front Street, Philadelphia, Pa. and & Liberty Avenues, Pittsburgh, Pa. THE CHATHELD & WOODS CO. THE ARNOLD-ROBERTS CO. 86 Weybosset Street, Providence, R. I. RICHMOND PAPER CO., INC. 201 Governor Street, Richmond, Va. Rochester, N. Y. THE UNION PAPLE & TWINE CO. 1014 Spruce Street, St. Louis, Mo. GRAHAM PAPER CO. GRAHAM PAPER CO. 16 East 4th Street, St. Paul, Minn. 503 Market St., San Francisco, Cal. WLST VIRGINIA PULP & PAPER CO. R. P. Andrews Paper Co. 704 1st Street, S. E., Washington, D. C. R. P. Andrews Paper Co. York, Pa.

### Manufactured by

West Virginia Pulp & Paper Company

#### Fake Mediums

[CONTINUED FROM PAGE 36]

while the body of the contract is filled in with indelible pencil.

The date affixed to the contract is more than a year previous to the time the alteration takes place. It is in the selection of the date that the element of luck enters in, for a shrewd business man who might otherwise honor the contract could hardly reconcile the fact, if he noticed it, that he was in Europe on this date.

N case a victim pays his money on the strength of this altered contract. he lays himself open to a series of peculations through the signing of the "has paid" voucher mentioned previously and which is reproduced in this article. By cutting off the first three lines on this alleged voucher bearing the victim's signature and by inserting two or three additional lines of printing, another contract is obtained bearing the victim's signature and address. No acid treatment is necessary, the conversion being confined to the addition of printed phrases which tie up with the printed matter retained from the "has paid" auditor's voucher. The blank space provided is filled in and another contract is ready for collection. When a large number of these completed contracts are accumulated, the name of the pseudo publisher of the bogus directory is selected and the contracts filled in accordingly.

The next step is the printing of the billheads of John Doe, publisher of John Doe's Business Manual. To add to the impressiveness two large cities are selected as Mr. Doe's location although no street address is printed. Next an advertisement of the intended victim is set-up in type exactly as it appears in the advertising pages of some current trade or technical journal. This advertisement, with the advertisements of several other intended victims, is printed on a single sheet When a number of pages are completed, they are carefully inserted in the front section of a large, bulky volume which forms an integral part in the scheme but which was actually published a score or more years ago. The old title page which applied to the previous name used by the swindlers is removed, and a new title page containing data on the 1925 edition of John Doe's Business Manual is inserted. The binding is then tightened and the stage is all set for the operations of the "outside" men.

When a large number of contracts have been completed the most precarious part of the program begins. The outside men generally work in pairs, the "boss" waiting just around the corner for the return of the collector, possibly on the theory that the old adage about "honor among thieves" does not apply in this business. The collector is given all the paraphernalia necessary and it is he who actually

# The Great Common Ground of the Retail Shoe Field— THE RECORDER

¶ For almost half a century the Boot and Shoe Recorder has been the recognized Common Ground of American Retail Shoe Store Interests.

¶ Here the business news of the nation—the tested merchandising practice—the offerings of manufacturers of shoes, leather and accessories to the merchant, all merge each week to a common center—The Reader Interest of the publication.

¶ This Reader-Interest of more than 14,000 subscribers is the logical Point of Penetration for any product seeking entrance to the rich field of footwear at retail.

# BOOT and SHOE RECORDER

The Point of Penetration to the Shoe Market

207 SOUTH STREET, BOSTON

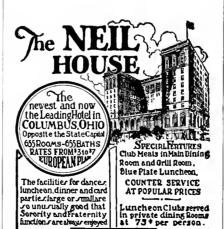
Chicago Cincinnati St. Louis

A. B. P.



A. B. C.

New York Rochester Philadelphia



Under the Direction of GUSTAVE W DRACH President and Architect FREDERICK W BERGMAN, Managing Director

BANERS HELPER CHICAGO

A.B.P. and A.B.C. Published Twice-a-month

A business paper with a 100% reader interest, due to 39 years' constructive policy in helping bakery owners. Oldest paper in the baking field.

New York Office 431 S. DEARBORN ST., 17 E. 42nd St. CHECAGO, 1LL.

Jewish Daily Forward, New York

Jewish Daily Forward is the world's largest Jewish delly. A.B.C. circuistion equal to combined total circuistion of all Jewish newspeers published. A leader in every Jewish community throughout the United States. A Home paper of distinction, A result producer of undisputed merit. Carries the largest volume of local and national advertising. Renders effective merchandising service. Rates on



Rate for advertisements inserted in this department is 36 cents a line--6 pt. type. Minimum charge \$1.80. Forms close Saturday noon before date of issue.

#### Position Wanted

ADVERTISING MAN, the sort who gets right in and under your proposition and then produces individualistic advertising that is absolutely different; this man has two progressive clients, and is now ready for the third; correspondence confidential. Box No. 397, Advertising and Selling, 9 East 38th St., New York City.

#### Here is a young ADVERTISING-SALES EXECUTIVE

some business can profitably employ that some business can profitably employ as Advertising, or Assistant Sales Manager. Thoroughly capable in preparing advertising of every form and to assist in directing dealer and sales forces. At present Sales Promotion Manager National Manufacturer. College trained—28. Box No. 401, Advertising and Selling, 9 East 38th St., New York City.

Graduate Michigan University, School Business Administration, will sacrifice initial salary for a real opportunity to prove ability. Box No. 405, Alvertising and Selling, 9 East 38th Street, New York City.

Single, 29-year old, high type, steady and reliable young man, now secretary and treasurer of prominent realtor company in exclusive Phila.

prominent realtor company in exclusive Phila, subarb, desires change.

Eight years' advertising agency (account executive, copywriting, space buyer, charge of service and production, N. Y. Agency) and N. Y. Times newspaper experience.

Open for only a really worth-while interesting connection. Can meet people. Likes to travel. Write Box 400, Advertising and Selling, 9 E. 38th Street, New York City.

Responsible employers in California or Florida especially invited to respond.

#### SECRETARY

SECRETARY

Competent young woman (25), thoroughly familiar with advertising operation, desires position as assistant to agency executive or advertising manager. Eight years' experience. Expert stemographer with allily to handle all advertising records and other details neatly and accurately. Thoroughly experienced in the preparation of schedules, ordering of space, billing and checking; also thorough knowledge of bookkeeping. Freplocal or preserve Salary \$40, Box No. 199. Advertising and Selling, in East 38th St. New York City.

#### Position Wanted

DIRECT SELLING SPECIALIST. 15 years' DIRECT SELLING SPECIALIST. 15 years' sales and advertising experience qualifies me to establish a paying sales-by-mail department. Now with prominent advertising agency. Box No. 396, Advertising and Selling, 9 East 38th St., New York City.

SALES AND ADVERTISING EXECUTIVE Able and experienced in applying principles and meeting problems in market analysis, promotion, advertising and sales production. Successful organizer and coach. Staples, specialties, service, agency or manufacturer. Box No. 398, Advertising and Selling, 9 East 38th St., New York

#### Help Wanted

Recognized Agency offers excellent opportunity to young man capable of planning, writing and selling sales campaigns. Opportunity according to ability. Write to Guenther-Glaze Adv. Agency, St. Joseph, Mo.

#### Business Opportunities

Am organizing a sales agency for intensive coverage of the drug store trade in greater New York. Would like to hear from concerns having a meritorious product and interested to secure this additional sales outlet. Address Box No. 402, Advertising and Selling, 9 East 38th St., New York City.

CAPITAL REQUIRED trade monthly in fast growing field 60,000 to 100,000 advertising revenue first year. Principals are experienced in publishing. Will consider only offers from responsible publishing houses or persons. Box No. 402, Advertising and Selling, 9 East 38th St., New York City.

\$500,000 corporation is marketing house to house a much needed, thoroughly successful Kitchen accessory and needs local distributors—men of ability and experience, who can organize and supervise a field force. Very little capital required, with great opportunity to make big money. Sell yourself by letter. Dept. 3, Indianapolis Pump and Tube Company, Indianapolis, Indiana.

#### Multigraphing

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC. 120 W. 42nd St., New York City. Telephone Wis. 5483

gets the money or, more rarely, the boot. If questioned too closely, he merely states that he will have the man who solicited the account call and explain things, and makes a hasty exit, But even successful swindling schemes are not always infallible and sometimes a collector is arrested and given a short sentence for petty larceny, but the scheme continues.

However, only recently a trap was set for the operators of this scheme and two individuals, who had been involved in the game for a number of years were arrested and indicted by the New York County Grand Jury, charged with forgery. The collector jumped his bail and became a fugitive from justice while his employer finally pleaded guilty and was given a sentence in the penitentiary.

This action broke up one gang of operators but at least two others are still active. There are enough men skilled in this particular line of chicanery to keep the scheme active for sometime to come.

It therefore rests with the individual user of advertising to prevent imposition on himself by setting up safeguards to protect his own advertising investment. A definite policy of investigation before paying or signing for advertising in a new or unknown medium, plus definite safeguards and rules governing payment of advertising bills should be set up.

#### Advertising—Or Goods?

[CONTINUED FROM PAGE 28]

effect that 87.6 per cent of purchasers of groceries prefer an advertised article to an unadvertised one at the same price, and 65 per cent prefer it even at a higher price. It is proved by a considerable number of reports from manufacturers that advertising has cut total distribution costs (see Report of Committee III of the National Distribution Conference, December, 1925) and by the easily demonstrable fact that the cost of advertised goods is lower in proportion to the cost of raw materials than it was a decade and a half ago.

The truth of the general proposition, however, does not prove its truth in every individual case. The persistent residue of purchasers who prefer unadvertised goods, and the continued prosperity of a considerable number of non-advertising manufacturers offers some suggestion to the thoughtful that there may be advertisers whose goods are not unmistakably superior to those of their non-advertising com-

The concern which on the basis of a demand created by advertising takes an exhorbitant profit on its wares is, of course, breaking no law on the statute-books. But it is violating an economic law, and in the course of

"GIBBONS knows
J. J. Gibbons Limited, Advertising Agents
MONTREAL

WINNIPEG

Largest Daily Circulation in America & More than a MILLION every weekday & Largest Daily Circulation in America & More than a MILLION every weekday & Largest Daily Circulation in America & More than a MILLION every weekday & Largest Daily Circulation in America & More than a MILLION every weekday & Largest Daily Circulation in America & More than a MÍLLION every weekday & Largest Daily Circulation in America & More than a MILLION every weekday & Largest Daily Circulation in America & More than a MILLION every weekday & Largest Daily Circulation in America & More than a MIL LION every weekday 🏵 Largest Daily Circulation in America 🕏 More than a MILLION every weekday 🕏 Largest Daily Circu lation in America T More than a MILLION every weekday T Largest Daily Circulation in America T More than a MILLION every weekday 🖫 Largest Daily Circulation in America 🖫 More than a MILLION every weekday 🖫 Largest Daily Circulation in America & More than a MILLION every weekday & Largest Daily 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## PLANNED ADVERTISING

# Goods that exist in men's minds

AMONG goods that you can see, feel, hear, smell or taste, it is comparatively easy to select those you like best. Which of these neckties, suits of clothes, automobiles or brands of mayonnaise do you prefer? Easy!

When the goods you may want to buy exist only in men's minds—ideas—that's something else again. That's hard!

Buying ideas for marketing and advertising is an example. They are presented to you from all sides. At first you are fascinated by some of them. On second thought you realize that they are premature. You know that those who offer them have made no real, inside study of your business. Because they are premature they are hazy, indistinct, confusing and it is difficult to judge their value.

#### The "Plan" is a solution

By our method of "Planned Advertising" premature ideas are not submitted on speculation in advance. What happens is this. For a period varying from two to four months a group of six to twelve of our men make a thorough study of your marketing and advertising problems.

At the end a complete, practical, definite marketing and advertising "Plan" is presented with a budget of expenses for the things recommended and a budget of sales expectancy. You get the benefit of a combined outside viewpoint with varied and specialized experience applied to your particular business in a practical way.

The ideas presented are the results of hard work rather than of inspiration. They are so clearly and logically presented that it is easy for you to judge their value.

#### What does it cost?

All, this costs you only a nominal fee agreed upon in advance. You are not committed to any expenditure for advertising space. You have an opportunity to judge our ability while we are at work on your own product before you are expected to authorize us to spend your money.

May we send you a copy of The Preparation of a Marketing Plant" In this brook Mr. Host explains more fully the methods of "Planned Azertising"

CHARLES W. HOYT COMPANY Incorporated

PLANNED ADVERTISING

116 West 32d St., New York
Boston Springfield, Mass.
Winston Salem, N. C

time competition from other advertisers or non-advertisers will force it to reduce that profit or go to the wall.

The concern which advertises not wisely, but too well (that is, well from the standpoint of the sellers of advertising space) is also free to do so if it pleases. There is so far no Federal Inspector to "O.K." advertising appropriations—and here let us rap on wood. But competition commands an enforcement service infinitely sure, if slower. The inefficient advertiser, or the advertiser who allows his advertising to be inefficiently conducted for him, is going to be squeezed by his competitors sooner or later either into efficiency or retirement. In either event economic law will win.

If the advertising of a product does not make that product more worth while to the consumer than its competing products, the public will soon enough let the manufacturer know about it by the simple process of abandoning that product for others.

There has recently been some talk of a campaign of propaganda to sell the public on the value of advertising. May I suggest with all due humility, and with an apology for directing my warmed-over wise crack, not at the heads of defenseless bakers, but at those of my fellow advertising men, that the public is less interested in the value of advertising than it is in the value of advertised goods, and that the first question for us to ask ourselves is whether or not our commodities are really worth more to the consumer in terms of dollars and trouble than unadvertised goods of the same class. Those of us who can't answer yes to this question had better first go to work to improve either their goods or their advertising, or both. And those of us who find that we can answer yes will, I think, find there is very little need of preaching the sacred cause of advertising to the public. For the public's favorable opinion of welladvertised merchandise is already on record. It can be found in our own sales ledgers.

### Photographs That Sell Machinery

[CONTINUED FROM PAGE 32]

ture tell the story. I have had too many photographs to retake because I didn't notice that a grease cup was missing from an important bearing or some part had not been bolted into place. It is a good plan to stand by the Kodak after all is ready and make a final inspection yourself.

Far be it from me to add to the volumes written on the value of action in illustrations, but it does save paragraph on paragraph of copy, and the indication of action certainly makes a photograph "rate" a second look. Action, preferably posed, is not hard to get into a photograph. There are a few precautions to take, however. The

## Your Salesmen

should have as good tools as these—



GEM BINDERS are built right to hold Testimonial Letters. Sales Bulletins, Photographs, Price Sheets and similar material. GEM BINDERS aid the Salesman in conveying that Good First Impression.

GEM BINDERS are not just covers, they are expanding loose leaf binders fitted with either our patented flexible staples, binding screw posts or paper fasteners.

They are easily operated, hold their contents neatly and compactly, fit nicely into a traveling man's brief case.

GEM BINDERS in Style "GB" are covered with heavy quality Art Fabrikoid; they can be washed, if necessary, for the removal of hand stains, without affecting the surface color or finish of the material.

May We Submit Specimens for Inspection Purposes?

#### THE H. R. HUNTTING CO.

Worthington Street SPRINGFIELD, MASS.



Even Caesar Laughs

"I CAME! ISAW! I CONQUERED!"

Pretty bombastic, even for Caesar. And later history showed just how much of Britain he had really conquered—a little strip between London and the English Channel! So, no wonder his own

words amuse him now. Even Caesar laughs.

And yet there are some manufacturers tilted back in their chairs, a veni—vidi—vici smile of self-satisfaction on their faces. They think they have seen and conquered the entire American market. They really believe it when they advertise their goods, "For sale at all dealers!" As a matter of fact they have conquered only a strip—the big city trade. How about the rest of the country?

If they could only see the rich rural market that Comfort Magazine has been

over a million homes! And now good roads and automobiles are bringing the people of these homes to the towns of 10,000 population and under where they buy over half the goods sold.

Comfort is their old friend.

They rely on its advertisements.

Let Comfort carry your message to its million subscribers, help you with your distribution problems, and aid you in conquering this newly active rural market.

Write to our nearest office for further information.



THE KEY TO HAPPINESS AND SUCCESS IN OVER A MILLION FARM HOMES

#### AUGUSTA, MAINE

NEW YORK · 250 Park Ave. · CHICAGO · 1635 Marquette Bldg. LAST FORMS CLOSE 28TH OF SECOND MONTH PRECEDING DATE OF ISSUE

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Ling Beautiful	System Magazine 82
Hoyt Co., Charles W	[t]
	Textile World
[i]	$\lceil w \rceil$
lgelstroem Co., The John	West Virginia Paper and Pulp Co.
Industrial Power	Insert Bet. 74-75

photo must be taken faster, for it is hard for a man to hold a position steadily for any length of time. And operators of machines must always be cautioned to watch their work. If left to themselves, they look dumbly at the Kodak, and the picture is a dud as far as any indication of action is concerned.

The lighting for our photographs has kept us experimenting. Our shops are very well lighted, but all too frequently the upper parts of our first few photographs were fully timed, while the lower and under parts were drab and dull. In our search for the true in-wardness of the solution, we have tried unadulterated daylight, large flashlights, several small flashes in different places, flood lights and even a 1000-watt theatrical spotlight.

OW we seldom rely on daylight, which varies so much that a formula is out of the question. Our lighting equipment for shop photos consists of an ordinary industrial deep bowl, enameled steel reflector with a 500-watt bulb for general illumination, and a 1000-watt spotlight for highlighting.

Our method of lighting a mediumsized machine is to use only the deep bowl reflector. This is moved around slowly on one side of the Kodak (being careful to shield the lens from the direct light) for somewhat more than half of the period of exposure. Then shift to the other side of the Kodak for the rest of the exposure. The light is held by hand and by shifting slowly up and down and back and forth, hard shadows are avoided. By lighting one side a little longer than the other, our source of light is apparently from one direction and the perspective is improved. Black shadows are avoided and recesses are well illuminated. The beam of light from the reflector is concentrated enough to be reflected back into the Kodak from certain parts, giving eatch lights which bring out outline and save us dollars in retouching for detail.

When taking larger machines and also installations where a flashlight would be dangerous, our theatrical spotlight is invaluable. With the Kodak in position, we set the spotlight slightly behind and slightly above the lens. When the shutter is opened we start sweeping the entire length of the machine with the beam of the spotlight, allowing the light to linger in dark corners and on parts which need emphasis. The results are surprisingly good, for the light is absolutely under control-the distant parts can be given more light to compensate for the loss in intensity caused by distance.

Flashlights are useful but somewhat dangerous in dusty places and around paint tanks, so we seldom try them except where we cannot get electric current for our incandescent lights or must take a picture fast. We have come to depend almost entirely upon our artificial light, and can tell very

closely what our results will be.



## A RESOLUTION

ADOPTED BY THE

#### ASSOCIATION OF NATIONAL ADVERTISERS

Whereas national advertisers who give a great deal of time, attention and money to the preparation of high grade newspaper advertising necessarily suffer by having such advertising overwhelmed by local advertising that consists largely of blocks laid on heavily in type, lettering, banners, squares, circles, sweeping curves, follow-the-arrow lines, backgrounds, embellishments and smudges generally, and

WHEREAS the general newspaper tendency typographically seems to be to make this condition worse instead of trying to correct it, and

WHEREAS unless something is done to clean up this phase of newspaper advertising we are bound to have increasing complaints that advertising doesn't pay.

BE IT RESOLVED that the Association of National Advertisers, assembled in convention at Chicago, May 10, 11 and 12, 1926, go on record as favoring a typographical clean-up in newspaper advertising and

BE IT FURTHER RESOLVED that this Association recommend the matter to the attention of the American Newspaper Publishers Association and the A.A.A. and the Newspaper Committee to be hereby instructed to organize and conduct an educational campaign among newspapers of the country until relief is secured from this intolerable situation.

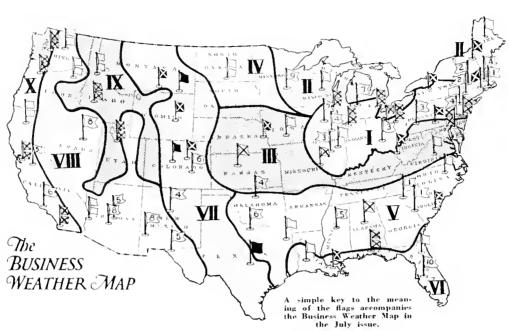
To any one interested in this campaign we will be glad to send a copy of the article "LACHERLICHESCHRIFTEN" (Ludicrous Types) which originally appeared in the Linotype Bulletin. The wide circulation of this article has done much to arouse both publishers and advertisers to the injury which these typographic monstrosities do to legitimate advertising



#### MERGENTHALER LINOTYPE COMPANY

DEPARTMENT OF LINOTYPE TYPOGRAPHY, 461 EIGHTH AVENUE, NEW YORK

80.25.7·N



# 3485 Business Leaders Vote-

## "A gentle-yet positivereadjustment continues"

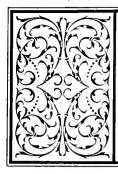
HERE again are facts that answer "How's Business?" from every section of the country—facts for business men from business men. The "vote" is verified and explained by individual references to specific locality as well as area conditions. These references may have a definite bearing on your merchandising plans.

20,186 members of *The Council on The Business Trend* are helping SYSTEM, THE MAGAZINE OF BUSINESS, obtain this authentic picture of business as it actually exists. Five thousand heads of highly rated establishments are reporting their own situation out of appreciation for the "vote" of 15,000 others reporting quarterly in the months to come.

The Business Weather Map, together with "What Washington Offers Business This Month," "Keeping in Touch in 12 Minutes," "The Underlying Trend of Business," and other regular monthly features, are the fruits of a quarter-century of strict adherence to a policy of helping Business help itself.

July Issue Now on the Newsstands





# The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference for The Editor will be glad to receive items of news for inclusion in this department for Address Advertising and Selling, Number Nine East Thirty-eighth Street, New York City



#### CHANGES IN PERSONNEL

Name	Former Company and	Position	Now Associated With	Position
	• •		Evans. Kip & Hackett. Inc.,	
			New York Criterion Adv. Co., Chicago	
J. X. Kennelly	.Blum's Adv. Agency, I	Los Angeles, Mgr	Reuben H. Donnelly Corp Los Angeles	Pacific Coast Mgr.
	Partner		Aetna Casnalty & Surety Co., Hartford, Conn.	
Louis D. Waldrov	.Phillips Wire Co., Nev	v York, <i>Sales Mgr</i> . & Mfg. Co., San	McGraw-Hill Publications, New Y McGraw-Hill Publications, New Y McGraw-Hill Publications, New Y	ork.Gen. Mgr., Eastern District
Howard I. Shaw George M. Bertram	."On The Air," Chicag .The James Fisher Co.	o, Adv. Mgr , Vice-Pres	Same Company, Boston J. V. Gilmore Co., Chicago Lever Bros., Canada Same Company	Acc't Executive Adv. Mgr.
Arthnr Roeder	. United States Radium Pres.	Corp., New York	.American Linseed Co., New York	Executive Vice-Pres.
	.Thresher Service, New		. Klau-Van Pietersom-Dunlap-Your green Agency. Milwaukee	
John M. Nixon Allen L. Woodworth.	.Smith, Sturgis & Moor .Liberty Yeast Co., New	e, Inc., New York. w York, Gen. Mgr	Imperial Électric Co., Akron. Oh. E. T. Howard Co., New York	Acc't Executive Vice-Pres. & Gen. Sales
Morgan W. Price	.Simmons Co., Chicago	, Sales Mgr	.Same Company	Vice-Pres. & Gen. Sales Mgr., Central Division
Robert C. Marley Thomas L. Masson, Jr	.Montgomery Ward &"House and Garden,"  England Sales Rep.	Co., Chicago New York, New.	The Caples Co., Chicago	Vice-Pres.
M. S. Knight F. L. Hall	.Street & Finney, Inc.,	New York Co., St. Louis, Mo.	The Caples Co., Tampa, Fla The Corno Mills Co., East St. Low Ill.	Mgr. isSales Mgr.
Stanley Clague, Jr	.Modern Hospital Publ Circulation Mgr.	ishing Co., Chicago	.Same Company	Ass't Treas. & Circulation Mar.
C. V. Franks	Riddle Furniture Co.,	, Louisville, Ky	.Standard Printing Co., Louisville.	
Amory L. Haskell	.General Motors Expor	rt Co., New York.	.Triplex Safety Glass Co., of Nor America, Hoboken, N. J.	thPres.
Oswald C. MacCarthy	V. Valentine & Co., New Ass't Sales Mgr.	York	America, Hoboken, N. J. .Crosman Arms Co., Rochester, N.	Y., Sales Mgr.
Merritt Bond	."New York Evening	Post,"	.Same Co., Tacoma, Wash	Acc't Exec.
	National Adv. Dept.		New York ."Wisconsin News," Milwankee	
	Promotion Mgr.		.Fruit Dispatch Co., New York	Mgr.
Milton D. Youngren	. Chicago Tribune Co., .Oil Trade Journal, In	Ass't Art Mgr c., Tulsa, Okla	.N. W. Ayer & Son, Philadelphia. .The Chicago Art Service .Same Company, Pittsburgh	$\dots$ Pres.
A. G. Winkler	In Charge of Mid-C ."Oil Trade and Fuel Associate Editor	Oil," TuIsa, Okla	.Same Company. Pittsburgh	Service Mgr.
Kendall B. Cressey	Bridgeport Times Co., Pres. and Treas.	Bridgeport, Conn.	.Resigned	
	."Chronicle," Houston,		.Same Company	
George W. Van Cleave	Pierce Arrow Motor ( Northwestern Terra Co	otta Co., Chicago	Lepel Ignition Corp., New York, Same Company	Vice-Pres. in Charge of Sales and Adv.
Louis Paul Graham	Porter-Eastman Byrne, Copy Chief	, Chicago	.George L. Dyer Co., Chicago	Copy and Contact
Frederick T. Lincoln.	Kling Gibson Co., Chi "Concrete," Chicago, I	Eastern Mgr	.The Adv. Corp., Chicago	
	Division Mgr.		Elias C. Lyndon, Inc., Charlotte, N	
	Va., Art Director	, and accommends .	, or agreement their chargottes	

# Be Yourself!

Some advertisers trace their success in Smart Set to the exceptionally large, monthly circulation bonuses.

Others attribute gratifying returns to the fact that 69.3% of Smart Set's circulation goes to the 657 trading centers where 70% of the nation's business is done and 662,3% of all Federal Income Taxes are baid. Isn't that expression typical of the younger element? Dissatisfied youth, steering clear of false values, reaches upwards for those necessities and luxuries which the older generation never dreamed of possessing.

More and more advertisers are becoming keenly aware of this new market. They recognize this change in the buying trend. Steadily increasing numbers of them are successfully selling Smart Set's aggressive, forward-looking young people.

Smart Set's amazingly rapid growth—from 30,000 past the half-million mark—shows that youth, even in reading preferences, demands the truth.

At the present you can buy Smart Set's half-million at the price of 400,000 net paid—\$2.00 a line and \$850 a page. The October issue closes July 20th. Buy now and make sure of a large circulation bonus.

If you have already felt the demands of the younger generation, you know of the rich returns Smart Set offers. But, if you have yet to make friends with youth, make them your buyers now through their own magazine, for—

Smart Set reaches the younger element, the buying element of today and of many tomorrows.

R. E. BERLIN, Business Manager
119 West 40th St., New York
Chicago Office, 360 N. Michigan Ave.



## Advertising • The NEWS DIGEST • Issue of Selling • The NEWS DIGEST • July 14, 1926



CHANGES IN PERSONNEL (Continued)				
Name	Former Company and Position	Now Associated With	Position	
	Thresher Adv. Service, Inc., New YorAlfred II. Smith Co., New York  Sec'y and Adv. Mgr.			
L. W. Rolfe	Simmons Machine Tool Co., Troy, N. Director of Sales and Adv.		, Troy Sales Mgr.	
Robert W. Gillisp	pieBethlehem Šteel Co., Pittsburgh, Pa. Executive, Sales Dept,	Jeffrey Mfg. Co., Columbus,	OhioVice-Pres. & Ass't Gen. Mgr.	
Peter J. Massey	W. F. Hall Printing Co., Chicago  Charge of Production	Same Company	Vice-Pres.	
Bradley Williams	Williams Piano & Organ Co., Chicag Sec'y and Sales Mgr.		ncMgr. Research Dept.	
J. F. Warbasse	Macfadden Publications, Inc., New Yorks't Adv. Prom. Mgr.	ork "Smart Set" and "McClure	's,"Adv. Prom. Mgr.	
Harold A. Wright	Critchfield & Co., Inc., Chicago  Copy Staff Chief	Roche Adv. Co., Chicago	Copy Staff Chief	
Walter A. Poos	The Peninsular Paper Co., Ypsiland Mich., Ass't Sales Mgr.		per CoVice-Pres. and Sales Mgr	
Charles C. Napier	"Dry Goods Economist," New York Retail Service Dept.	Chatham Adv. Agency, New	York., Copy and Production	
Homer L. Rauk Bonnot Co., Canton, Ohio, Sales Mgr Strong-Scott Mfg. Co., Minneapolis. Sales Mgr., Fuel Pulverized Dent.				
J. B. Fitzgerald "Four L Lumber News," Portland, Ore West Coast Lumber Trade Extension. In Charge of Publicity Editor  Bureau, Seattle, Wash.				
CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS				
Name	Address	Product Now A	dvertising Through	
The Smokador Mf	g. Co., IncNew York	"Smokador" SmokingThe Co	orman Co., Inc., New York	

Name	Address	Product	Now Advertising Through	
The Smokador Mfg. Co., Inc	New York		The Corman Co., Inc., New York	
The Reliance Casualty Insurance Co. Newark, N. J				
	Cleveland, Ohio	, , "Sec-Shonpack" Piston	Oliver M. Byerly, Cleveland, Ohio	
Associated Men's Neckwear Indus- tries	New York	Neckwear Mfrs'. Assn.	The Joseph Katz Co., Baltimore, Md. Federal Adv. Agency, Inc., New York	
Metal Textile Corp Kuttroff, Pickhardt & Co., Inc	Orange, N. <b>J.</b> New York	Utensil Cleaners .Solvents and Fertilizing 		
Fritz & La Rue Co	New York	Importers of Oriental Rugs	Hazard Adv. Corp., New York	
* The Jacobson Mfg. Co. John Jelke Co. Alice Foote MacDougall. Church & Dwight Co., Inc Commercial Investment Trust Corporation	New York Newark, N. J. Chicago New York New York New York	Real Estate Developmen "Lepel" Converters Depend-Oil Heaters Nut Margarine Coffee and Poltery Baking Soda Investments	Wm. H. Rankin Co., Inc., New YorkWm. H. Rankin Co., Inc., New YorkJohn H. Dunham Co., Inc., ChicagoW. I. Tracy, Inc., New YorkDorrance, Sullivan & Co., New YorkHawley Advertising Co., Inc., New York	
-C Ni L A			Tauber Advertising Agency. Inc., Washington, D. CBuchanan-Thomas Advertising Co., Omaha	
	. Freeport, Ill	.Toys and Mach'y	Neb. . Williams & Cunnyngham, Chicago	
Frederick K. Stearns & Co  Dawn Corporation  John Boyle & Co., Inc  G. A. Blasser Associates	. St. Louis, Mo. Detroit . New York . New York . New York	Straw Hats Pharmaceutical Product Candy Luggage Real Estate	. Williams & Cunnyngham, Chicago . D'Arcy Advertising Co., Inc., St. Louis s.George Harrison Phelps, Inc., Detroit . Pratt & Lindsey Co., Inc., New York . The Manternach Co., Hartford, Conn The Pratt & Lindsey Co., Inc., New York . Lyddon & Hanford Co., Inc., New York	
The F. Mayer Boot & Shoe Co The Petroleum Heat & Power Co James Field Co., Inc A. P. Babcock Co	. New York	. Oil Burners	. George Batten Co., Inc., New York . Hutchins Advertising Co., Rochester, N. Y.	

<sup>\*</sup>This company is owned and controlled by the Metropolitan Lumber Co., Newark, N. J.

# Complete Coverage of the Textile Industry



Largest Net Paid at Highest Subscription Price. The Backbone of Every Successful Sales Plan Covering the Textile Industry

The Standard Book of Specifications for Buyers of Textile Machinery, Supplies and Equipment. 1926-27 Edition

Now Closing



# Interested in textile trade marks?

If so, you will want a copy of the new edition of the Directory of Branded Textife Merchandise—a Textile World publication. Contains over 27,000 textile trade marks and tells kind of product, owner, method of sale and which her registered, Postpaid, \$5 per copy.



The Business Guide of the Industry

Our Weekly Service for Clients



Member Audit Bureau of Circulations

# Textile World

334 Fourth Avenue

New York

Member Associated Business Papers, Inc.



## Advertising • The NEWS DIGEST • Issue of July 14, 1926



#### NEW ADVERTISING AGENCIES AND SERVICES, ETC.

The Stanley H. Jack Co., Inc. Aquila Court, Omaha, Nebr
Edward F. Leary, Vice-Pres,
B. P. Kissane, See'y
Elias C. Lyndon, Inc Charlotte, N. C
Sec'y and Mgr.; Everette C. Bier-
man, $Treas$ .
Wilson & Bristol285 Madison Ave., New York
Partners
Leon Livingston

PUBLICATION CHANGES AND APPOINTMENTS			
"The Fellowship Forum," Washington, D. CAppoints Rhodes & Leisenring Co., Chicago, as Western Advertising Representative and A. H. Greener as Eastern Advertising Representative "Better Busses and Motor Coach TransporName changed to "Motor Coach Transportation," effective with July issue.			
tation," Pittsburgh, Pa.			
"Golfers Magazine," Chicago			
Industrial Institute, Inc., Los Angeles			
Los Angeles.  "Press," Asbury Park, N. J			
"Gazette," Haverhill, Mass			
The State Gazette, Trenton			

ring all territory west of Buffalo, N. Y.  Industrial Institute, Inc., Los Angeles. Has absorbed the Technical Publishing Co., Los Angeles, publishers of "Deisel & Oil Engine Journal." Headquarters will be located at 280-81 l. W. Hellman Bldg., Los Angeles.  "Press," Asbury Park, N. J. Appoints Howland & Howland, New York as National Advertising Representative.  "Gazette," Haverhill, Mass. Appoints Charles H. Eddy & Co., New York as National Advertising Representative.  The State Gazette, Trenton Purchased by the Times, Trenton James Kerney, Ed. & Pub.
MISCELLANEOUS
The Motion Picture Consultants, Inc.,
Ohio Kendall Cressey
The Advertising Corp., Waterloo, Ia
Joseph Ewing, New York  & Jones and offices at Philadelphia and New York. of Board; Joseph Ewing, This will function as an advertising agency and a Pres.; Thomas M. Jones,

marketing counsel. Vice-Pres.; John Rooney, Sec'y

#### CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To	
Jesse M. Joseph Advertising Co	Advertising .	Agency601-603 Union	Central Building1801	Reading Road, Cincinnati
Cincinnati, Ohio				
Collegiate Special Agency	. Newspaper 1	Kepresen37 So. Waba	sh Ave., Chicago612	No. Michigan Ave., Chicago
	tative			
"Buildings and Building Management".	. Publication		Street, New York100	East 42d St., New York
"Scientific Amenican"	D., L1! !	922 D l		W7 . 10-1 C. N. W 1

# Announcing a Plan of for Electrical &

EVERY manufacturer selling to the Electrical or Radio Industry knows the appalling waste entailed in catalog distribution and the difficulty of maintaining catalog data (having it saved and used) with the thousands of buyers comprising his market.

It is estimated that fully 90% of the catalogs, bulletins, etc., sent out by manufacturers are discarded, lost, or haphazardly "filed away" so that they cannot possibly serve the purpose for which they are intended.

The blame for this waste cannot be laid to the buyer. He cannot be expected to classify, file and properly index all the vast quantity of literature mailed to him—amounting to thousands of pieces in the course of a year. He has neither the

nor the inclination. Yet everv buyer would find it an advantage to have catalog data on products in which, he is interested always available at his finger tips—so that he would not have to write and wait for information.

time, the facilities.

This is the situation for which the McGraw-Hill Publishing Company now offers a solution.

#### THE PLAN

The plan involves the bringing out of three Consolidated Catalogs—one to serve the Electrical Trade; another the Electrical Engineers of Lighting, Power and Industrial Plants and Railways; and the third, the Radio Industry.

# Permanent Cataloging Radio Products



- 1. The McGraw-Hill Catalogs will be substantially bound volumes of convenient reference size (the standard advocated by the National Association of Purchasing Agents).
- 2. They will carry the Condensed Catalogs of representative manufacturers whose products are used or sold in these industries.
- 3. All products cataloged will be classified, indexed and cross-indexed so that they may quickly be found, without needless searching or delay.
- 4. A uniform typographical and copy style for the catalogs will make it easy to obtain the buying or reference information desired—as all data will be presented in a clear and concise order—devoid of generalities and exaggerated claims.
- 5. The Catalogs will be distributed among the substantial buyers in their respective fields, who have real purchasing power and who can use the Catalog to advantage in their buying.

We shall be glad to discuss the subject of Permanent Cataloging with manufacturers or their advertising agents and to present full particulars regarding the new Catalogs.

McGraw-Hill Catalog and Directory Company, Inc. 475 Tenth Avenue New York, N. Y.

## The Demand That Cantine Quality Built

Printers and advertisers unite in appreciation\*

Inly by the use of papers with superlative printing surfaces can you realize a full return on an investment in costly art work, engraving and presswork.

The delicate serifs of a beautiful type face, details of expensive color-plate work and the effectiveness of fine screen or line reproduction are often lost, or impaired, by the poor printing surface of an 'economical" paper.

Back in 1888, Martin Cantine subscribed to a simple old philosophy in founding his paper coating business—"It pays to do one thing exceptionally well." His original plant had an output of about two tons a day. The working force numbered thirteen.

Today the Cantine mills at Saugerties, N. Y., produce from eighty to a hundred tons of coated papers exclusively, a day! And the payroll has increased to four hundred. This healthy development has been made possible by the growing esteem which Cantine papers have been accorded as the appreciation of them by both printers and advertisers has spread.

Buyers of sales literature must, today, insist on a maximum of impressiveness in



every piece of printed matter they send Those who have made a careful study of it know that the choice of paper can easily halve or double the value of an otherwise splendid piece of printing.

Be *sure!* For impressive, soft-toned effects on a dull-coated stock, specify— Velvetone. For striking, sharply detailed halftone reproduction—Ashokan. For all extraordinary printing and folding requirements—Canfold.

\*Send for booklet "Martin Cantine and his Papers".

A handsome steel-engraved certificate is awarded each quarter to the producers of the most meritorious job of printing on a Cantine paper. Write for details, book of sample Cantine papers and name of nearest distributor. The Martin Cantine Company, Dept. 326, Saugerties, N. Y.

# Cantine

CANFOLD

**ASHOKAN** 

**ESOPUS** 

Velvetone

LITHO C.1 S

### PUBLISHED FORTNIGHTLY



Photograph by Baron De Meyer for Oneida Community, Ltd.

JULY 28, 1926

15 CENTS A COPY

"Common Sense in Selling" By WILLIAM R. BASSET; "What Changes May We Expect in Radio Manufacturing?" By H. A. Haring; "Do You Re-Sell Your Product to the Customer Who Buys It?" By W. R. HOTCHKIN; "An Approach to Direct Mail"; "Inquiries and Their Significance" By Don Francisco

A NEWSPAPER proved most efficient for the advertising of food products certainly is the most effective medium for reaching the buyers of a city.

The Daily News leads the daily newspapers of Chicago in food advertising\* because it holds the confidence of the mass of newspaper readers in Chicago—and especially readers of the type who read and heed advertising.

To sell food products—or any other merchandise—in Chicago, advertise them as the majority do—in The Daily News.

Through its 400,000 daily circulation—approximately 1,200,000 home readers—The Daily News offers advertisers not only the best means of selling their products in Chicago but an unrivaled market for the sale of their merchandise through a single newspaper.



#### First in Chicago

ADVERTISING REPRESENTATIVES

New York J. B. Woodward 110 E. 42d St.

DETROIT
Woodward & Kelly
Fine Arts Building

CHICAGO Woodward & Kelly 360 N. Michigan Ave. San Francisco
C. Geo. Krogness
353 First Nat'l Bank Bldg.



If your motor dies, on a lonely road, because you run out of gas, that's one story. And you may even be able to laugh at it—a week later.

#### $\mathcal{B}UT-$

.... if your motor dies because your oil bas failed, that's another tale and a sadder one. For, there's nothing funny about a dismal trip to a repair-shop. And still less to laugh about the first of the month when you get the bill.

Yet the failure of motor-oils is so common that it is responsible for threefourths of all engine repairs. And most motors that have wheezed their last tired mile to an early grave died of a brokenoil-film.

#### The motor oil's responsibility

A motor oil, in action, forms a thin film over the vital parts of a motor. This film penetrates between all the whirling, sliding surfaces and prevents destructive chafing of metal against metal.

But the oil-film itself is subjected to terrific punishment. It is lashed by withering hear. It is ground by releniless friction. Uoder that punishment the film of ordinary oil often breaks and buros.

Through the broken, shattered film hot metal chafes against hot metal. Insidious friction sets up its work of destruction. Often before you know the oil has failed, you have a burned-out bearing, a scored cylinder or a seized piston. That means big repair bills.

Because motor Iubrication is a matter of in flims, Tide Water technologists spent years in studying and testing not only oils but oil flims. Finally they perfected, in Veedol an oil which gives the "film of protection," then as tissue, smooth



as silk, tough as steel. A fighting film which resists to the uttermost deadly heat and friction.

Hundreds of thousands of car-owners have found, in Veedol, their motor's most steadfast defender. Let the Veedol "film of protection" safeguard your motor and keep it sweet-running and free from repairs.

Wherever a dealer displays the orange and black Veedol sign, you will find the Veedol Motor Protection Guide, a chart which tells which Veedol oil your particular motor requires.

#### Complete Veedol Lubrication

Have your crankcase drained and refilled with the correct Veedol oil today. Or, better soill, let the dealer give you complete Veedol lubrication—the "film of protection" for every part of your car.

Tide Water Oil Sales Corporation, Eleven Broadway, New York. Branches or warehouses in all principal cities.

An advertisement prepared for the Tide Water Oil Sales Corporation

# Facts need never be dull

The man in the street isn't interested in the life of Shelley. But call it "Ariel", write it as a love story and you have—a best seller.

The man in the street doesn't give a thought to bacteriologists. But call them "Microbe Hunters," make them adventurers, and you have—a best seller.

The man in the street doesn't care about biology. But call it "Why We Behave Like Human Beings," write it in the liveliest newspaper fashion, and you have—a best seller.

The man in the car doesn't think about motor oil. But call it the "Film of Protection," write it as a mystery story, and you have—a best seller.

We shall be glad to send interested executives several notable examples of advertising that has lifted difficult subjects out of the welter of mediocrity.

Joseph Richards Company, 255 Park Avenue, New York City.

RICHARDS + + + + Facts First—then Advertising

# Truly a Capital ~~

In every sense of the word, Indianapolis is the capital of Indiana.

It is the largest city—more than three times larger than any other. It is at the geographical center of the state, easily accessible from the four corners through the magnificent transportation system radiating from the capital. It is the commercial, financial, social, political, educational and cultural capital of the state.

On every farm, in every village, town and city, in every home and in every corner store in Indiana, the influence of the capital city is felt.

Distribution and sale, in every line,

follow the lead of Indianapolis. A merchandiser, seeking his share of the business originating from Indiana's three million population, must, imperatively, win it in Indianapolis first.

In the Indianapolis Radius lives twothirds of the population of the state. All other markets divide the other third.

And the influence of Indianapolis over the other third is of paramount importance.

The Indianapolis Radius is the zone of concentrated circulation and influence of The Indianapolis News, beyond all comparison Indiana's greatest newspaper, by whatever standard it may be judged.



NERY visitor to Indianapolis remembers the Soldiers' and Sailors' Monument, a magnificent 300-foot shaft of stone rising from a circle in the center of the city. It is, too, the center of the state. A symbol of the stalwart Americanism of Indiana, and of the upward urge that has made Indianapolis.



New York, DAN A. CARROLL 110 East 42nd Street FRANK T. CARROLL, Advertising Director

Chicago, J. E. LUTZ The Tower Building

# Everybody's Business

## By Floyd W. Parsons

THE ladder of success in business is built on interrogations. The man who wins today has formed the habit of questioning the why and wherefore of every happening. Individual curiosity, mixed with a healthy lack of respect for tradition and precedent, is the greatest force now speeding up civilization. Our most important discoveries have come from phenomena which everybody has seen but only one has noticed.

It is not possible in this age of change and speed to forecast correctly where a new method or new material will find its greatest application. Because of this the business executive of the present can no longer get ahead by attending strictly to merely his own business. The dangers that threaten most industries are

from without; not from within. The discoverer of tungsten never dreamed that this metal would one day revolutionize illumination. In fact, tungsten had no practical use or value for 100 years. The citizen of ancient Greece who noticed that when he rubbed a piece of amber on his toga the garment would attract particles, had no idea whatever that this new knowledge represented the first thought in the development of a multitude of great electrical industries.

Opportunities still exist for the lowliest layman to make the world's greatest discovery. In fact, knowing too much often handicaps progress. When Henry Ford decided to make his own plate glass, he gave the assignment to engineers who had never made plate glass. The result was that these engineers, who did not know what could not be done and who had but little to forget, designed a glass plant that is saving Ford two or three millions of dollars a year over the old, established method.

All of us are handling objects each day that contain undiscovered secrets which would revolutionize life. Slowly but surely the veil covering the face of futurity is being lifted and the treasures of hidden knowledge disclosed. Dr. MacDougal, a close student of plant physiology, has actually succeeded in producing a working model of a living cell. This cell grows and absorbs sodium and potassium selectively in a manner similar to the absorption action by plants. This means that we have made a long step forward toward producing light artificially. Dr. MacDougal's cell cannot commence to function until someone has "thrown the switch." In other words, man must upset the balance and start things going. In the case of a natural living cell this is not necessary, for nature



Courtesy General Electric Company

has provided an unknown mechanism that functions automatically.

Hardly less amazing are the experiments of Smits and Karssen, who have succeeded in changing base lead into mercury. can say how long it will be before we change it into gold on a commercial scale? What would then happen to the currencies of the nations of the world?

Dr. Harvey of Princeton is on the trail of the heatless light that occurs in certain animals such as the firefly. In these luminiscent insects, the production of light is accomplished without the generation of any appreciable amount of heat. At present, even with all of our progress along this line, the person buying a dollar's worth of light pays ninety cents for dark heat. What a tremendous change

will come in life when we find the answer to this coldlight problem.

Marconi and one of his associates have discovered a way to use short waves so that we can conduct longdistance wireless telegraphy in the daylight hours. Until now it has been possible to do this only at night because of the longer waves used. The marvelous advances taking place in the field of transmission by wire are building a new industry. Who would have believed a few years ago that we would soon be able to translate electric currents into light and shade, and send pictures from New York to San Francisco by telegraph. Telephones are being placed on all of the better German trains and notwithstanding that the train covers a mile or more during an ordinary phone conversation, the audibility leaves nothing to be desired. Pattern designs in silk are now cabled across the ocean from France to manufacturers in the United States. What an advance all of this represents over the day of the single iron wire that could carry but one message.

On every side of us new professions are being created and new industries coming into action. From the beginning of history one of the greatest fights of man has been against the ravages of ice. We now see the development of a new science-ice engineering. New methods of ice control will save hundreds of lives and millions in property every year. Cutting the cost of handling snow and ice in cities will cut our tax bills materially. One remedy for this ice evil appears to be

a new substance called "thermite."

Even the person who really tries, finds it difficult to keep step with current technical developments. What chance, therefore, has the man who is indifferent to the consequences of research?

So greatly is The New Yorker's circulation—now exceeding 45,000 copies—concentrated in New York—that its sales represent to New York newsdealers a franchise exceeded in value by only three other magazines.



25 West 45th Street, New York

Sixteen advertisers of passenger cars have contracted for publication in the last six months of 1926–157 pages of advertising — a volume exceeded in the corresponding period of last year by only one other magazine.

# NEW YORKER

25 West 45th Street, New York



" The state of the

33 rd Year

No. 1694

THE THE

## "—A Knockout!"

was the enthusiastic advertising world's verdict on the July 24th issue of

# THE NEW FOURTH ESTATE

the first pace-setting number of the publication under its new ownership

Now—a daringly different publication for

#### NATIONAL ADVERTISERS— AGENCY EXECUTIVES—NEWS-PAPER MAKERS

#### DON'T MISS IT!

Pin a dollar bill to your letter-head and get the next twelve weekly issues. You owe it to yourself to see them. (Annual subscription \$4.)

The FOURTH ESTATE, under entirely new ownership, is published at 25 West 43rd Street, New York







### Life presents ...

### Andy Consumer

Reproduced from a full page in LIFE



#### YOU HAVE TRIED HARD, BUT YOU CAN'T BORE ME

 $Y^{OU} \ \ \text{advertisers} - 1 \ \ \text{hate to} \\ \text{admit it, but what you say} \\ \text{interests me MUCH.}$ 

You may think you're talking about you're not. You are talking about my money. (Try and get some of it!)

Next to my income, I like my expenses best.

Well, you birds sit up nights trying to think up fine ways to give me more for what I spend. You vie with one another to offer me the most for a dollar. I like to see you vie. Vie on!

I like to read your bloomin' ads. I like to window-shop in newspapers and magazines I like to compare your beans and belts and broughams.

My dollars come hard I like to see you fellows trying hard to get them You make my money seem almost important. You give my coin the consideration it deserves.

No, you boys don't bore me for a minute.

Andy Consumer

THE NATIONAL ADVERTISER BETS HIS ADVERTISING MONEY THAT HIS PRODUCT IS RIGHT

Andy Consumer might have said "All advertising has news value to the consumer." But it strikes us we have heard that before. So Andy says "You have tried hard to bore me, but you can't." He is merely putting new powder under old phrases—telling the same old story of advertising economics to the public in a new way—that's all—and we hope you advertisers like it.

ONE thing Life has learned is the use of humor for serious jobs.

Life—like you—is a bit of a crusader. (You crusade to sell your goods, you know.) We checked Fourth of July foolishness. We unchecked horses. We told on Teapot Dome two years before it boiled over. And so forth.

But the most fun Life ever had—and one of the most serious jobs Life ever tackled—has been our Andy Consumer crusade to tell the public the economic kindness advertising does 'em.

It is working. We have made points with humor in the mouth of Andy Consumer that have been mere mumbles in the mouths of more ponderous apostles of the same gospel.

After all, the public is people. They like humor. And this partially explains why more advertisers every week realize the advantage of putting their serious advertising messages into Life's pages in an environment that is far from staid and solemn.

Life's reader amiability is an asset to every Life advertiser.

A NDY CONSUMER'S talks on advertising are published in pamphletform. If you can distribute copies to salesmen, dealers or customers, LIFE will gladly furnish, at cost, reprints or plates of this series.

L

127 Federal Street BOSTON, MASS. i

598 Madison Avenue NEW YORK, N. Y.





360 N. Michigan Ave. CHICAGO, ILL.

# IN MEMPHIS, TENN. PLAY TO A FULL HOUSE

You can't possibly expect to play to a "full house" in Memphis without THE MEMPHIS PRESS, the leading daily in CITY CIRCULATION, according to A. B. C. figures.

And Mr. Space Buyer, let this thought percolate, you can cover the City with The Press alone at about one-half the cost!

Afternoon coverage at that!

Ask us for more dope on the Memphis Audience and its favorite "star performer".

### THE MEMPHIS PRESS

A Scripps-Howard Newspaper

"Memphis Merchants Know That The Press Pulls"

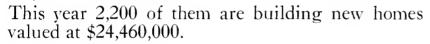
National Representatives—Allied Newspapers, Inc., 250 Park Ave., New York City; 410 N Michigan Ave., Chicago; Cleveland, Detroit, San Francisco, Los Angeles, Seattle.

# Sell to the home-builders in the Northern Nine Counties

HE Northern Nine Counties of New Jersey comprise 500,000 families—with a very large

proportion of them young, upwardthrusting people. People who have their way in the world to make, who are makers of new homes, who are raising new families.

80,000 of these families have incomes exceeding \$3,000, a number significantly coincident with the 83,000 readers of Charm.



This is a substantial building market—the fourth largest in the country, in fact.

In expenditures per capita, it is even the third largest.

That is, New Jersey, although tenth largest of all the states in population, is one of the most primary markets for building material—and all other good goods which go into the appointment of better class homes.

Charm, The Magazine of New Jersey Home Interests, reaches this cream of the building market, reaches it intensively and exclusively.

May we tell you more about how to reach this distinctive market of 80,000 of New Jersey's best people through



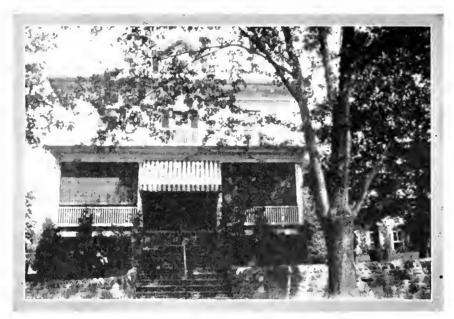




The Maqazine of Vcw Jersey Home Interests

Office of the Advertising Manager, 28 West 44th Street, New York

#### In Cosmopolitan Homes...Where Luxuries are Necessities



This is a Cosmopolitan home in Washington, D. C. where 1 out of every 4 families reads Cosmopolitan

# A Pleasant Place to Read . . . . That Shaded Verandah

AYLIGHT saving . . . . and long summer afternoons and evenings.

A wicker porch chair . . . . and Cosmopolitan!

How comfortable it is to relax! How delightful to be carried away to lands of romance, to dare vicariously with some gay adventurer or, again, to philosophize with such men as H. G. Wells, Winston Churchill or our own George Ade.

The doors of the mind open wide to new impressions, new suggestions—suggestions both of ours and of yours. Yes, yours, too! . . . your buying suggestions enter with Cosmopolitan into 1,500,000 homes, nine-tenths of them located in the urban market—

Where advertised goods beckon invitingly from shop window and counter —

Where people earn more and spend more—

And where the luxuries of yesterday are the necessities of today.

Here is a market for your wares richer than any merchant of Cathay ever dreamed of. Make it yours!

Have you studied Cosmopolitan's trading tenter plan of marketing? Any Cosmopolitan salesman will be glad to put it at your service....

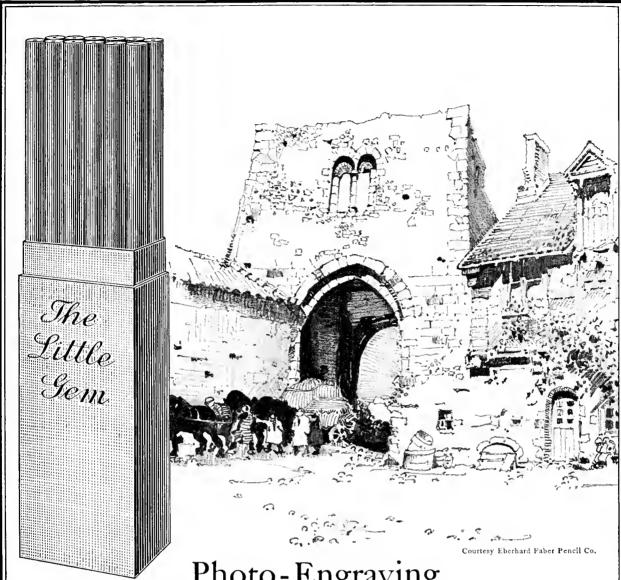


Photo-Engraving enables the pencil to prove its product

A Notation by James Wallen

The PENCIL in the hands of an artist is a slender phial from which beauty pours . . . We used to advertise the pencil neatly

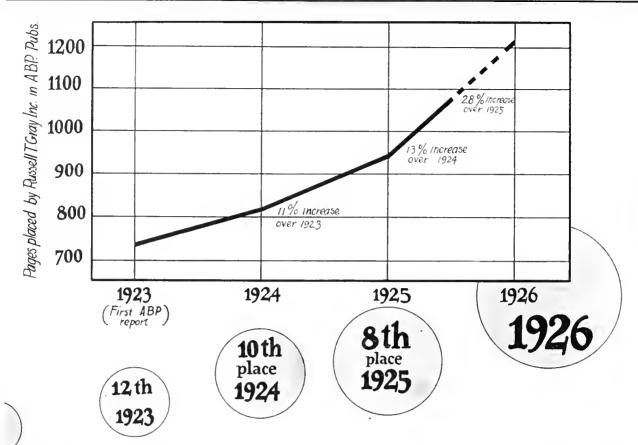


boxed, but today, by photo-engraving, we show what the pencil achieves. . . . A pencil is known by the drawings it makes.

The credo of the AMERICAN PHOTO-ENGRAVERS ASSOCIATION is presented in the Paul Revere booklet . . . free on request

### AMERICAN PHOTO-ENGRAVERS O A S S O C I A T I O N O

GENERAL OFFICES • 863 MONADNOCK BLOCK + CHICAGO



### Some Facts About Industrial Advertising

THE last report of the A.B.P., covering A.B.P. space placed by all advertising agencies, shows another consistent gain for this organization. Up from 12th place in 1923-to 10th place in 1924-to 8th place in 1925and our records show a bigger-thanincrease for the first months of 1926! The chart tells the story.

But the A.B.P. report covers space placed by all agencies in a wide range

of "trade" papers as well as "industrial" papers. Because we handle only industrial advertising, we could use less than half of the A.B.P. papers for our clients in 1925. The standing of Russell T. Gray, Inc., is built on industrial advertising exclusively - no dealer "trade" journal space. A comparison of agency standing on the basis only of industrial advertising placed would show this organization in first placeor fighting!

Such consistent growth over a period of years and such high standing can be accomplished only by sound business policies, genuine ability and a broad knowledge of industry. Our first client-since 1917-is still with us.

> If you sell to industry, you will be interested in our booklet, "the advertising engineer," which will show you the principles of service which make possible this remarkable record.



industrial poly Russell T. Gray, Inc., Advertising Engineers 1500 Peoples Life Bldg., Chicago

Telephone Central 7750

### THE BUTTERICK QUARTERLIES

Advertising Department

4151 St. & 618 Ave. NEW YORK CITY

RAY G. MAXWELL Advertising Manager

NEW YORK . CHICAGO BOSTON . SAN FRANCISCO

July 7. 1926.

Mr. J. H. Moore, Gen. Mgr. Advertising & Selling Fortnightly 9 Rest 38th Street New York, N. Y.

Dear Mr. Moore:

Please insert page announcement

that the Autumn 1926 issue of The Butterick

Quarterlies, just closed, shows a

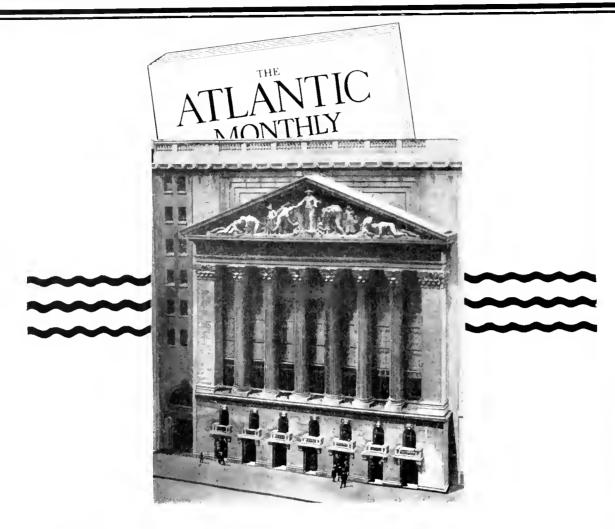
35% INCREASE

in advertising revenue over the previous

Autum.

Cordially yours.

THE BUTTERICK QUARTERLIES



#### When You Jar Wall Street You've Done Something!

Professor W. Z. Ripley's article "From Main Street to Wall Street," published in the Atlantic for January created a profound impression on the Nation's financial center—and upon the investing public. In commenting upon the article, the Boston Glube said, "If you believe a professor, writing in a literary magazine can't start something you had better listen to the story of Prof. Ripley. It's worth listening to."

Within a week following its publication the great newspapers of the country had taken it up, an avalanche of letters poured into the Atlantic's office.

Within a month the Board of Governors of the New York Stock Exchange had taken actual steps to remedy the situation and the President had summoned Professor Ripley to the White House. The President commended the article to the attention of every American.

Just one more instance of the Atlantic's influence and prestige. It commands the interest, respect and even action of the Nation's business leaders.

Advertising value is in direct ratio to editorial influence. Here's influence upon the greatest known buying power—a compelliog endorsement of the Atlantic's advertising value. More interesting facts on request. Write for them, now.

Circulation 110,000 net paid (A.B.C.) rebate-backed guaranteed

#### THE ATLANTIC MONTHLY

A Quality Group Magazine

**8 ARLINGTON STREET** 

BOSTON, MASS.

# Advertising & Selling

VOLUME SEVEN—NUMBER SEVEN

July 28, 1926

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Photo by Lejaren a Hiller

AN age of startling change and development threatens to go to our heads. Many business men are clinging to antique methods and, paradoxically enough, are also leaping without prolonged thought to adopt the fads and fancies of the day. In this issue William R. Basset makes a strong plea for a greater use of common sense in selling; for a reconsideration of policies on their own merits whether they happen to be relics of a previous generation or the fallacious enthusiasms of a more recent period. He advocates the cost per call method of analyzing selling and indicates in detail the greater efficiency to be gained by a recognition of the personality of the individual salesman and a consequent adaptation of him to appropriate assignments.

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# "To keep sharpened up with the times"

This striking phrase occurs in a recent letter from the Master Mechanic of a large factory which produces automatic conveying systems. The writer thus explains his careful study each week of the advertising pages of the *American Machinist*.

To keep sharpened up with the times!

How vividly that phrase does describe the attitude of thousands of shop executives toward the *American Machinist!* 

"I always keep eight or ten copies of the latest issues of the *American Machinist* on my desk to refer to in considering new equipment," writes the Chief of the Equipment Department of a leading automobile plant.

"I always refer to the advertising in the American Machinist and it is a sort of dictionary for me when looking up new stuff," comes from the General Superintendent of a large Pennsylvania steel company.

This enthusiasm is typical of the metal-working industries as a whole. And the *American Machinist* is read by a substantial majority of men of this calibre in *every* metal-working industry.

Do you sell to industry? *American Machinist* will help you keep constantly in touch with such men as these, men keen for facts, keen to keep sharpened up with the times!

#### AMERICAN MACHINIST

Tenth Avenue at 36th Street New York

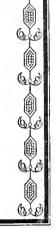


JULY 28, 1926

# Advertising & Selling

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## Common Sense In Selling

#### By William R. Basset

Chairman of the Board, Miller, Franklin, Basset & Company

OME time ago we began to see that traditional factory methods were usually wrong. Farsighted manufacturers thereupon hied themselves into their shops and, taking a firm and none too gentle grip upon the long gray whiskers of the venerable, senile customs, threw them discourteously into the factory dump—whereupon costs invariably declined at greatly surprising speed.

It is time to be as drastic with the innumerable be-whiskered selling policies which have already lived a generation or so too long. while we are throwing them out it will be well to scrutinize, with the same end in view, some of the new-fangled fallacious policies which have been adopted in the past few years. The mere age or youth of a policy is no test of its soundness.

In some respects our ancestors, who kept their eyes always on the net profits, thought straighter on selling problems than we do. A number of gingerbread trimmings have lately been tacked on-

to the marketing structure which attract the eye and keep the mind of the observer from the fact that the purpose of selling is to sell at a profit and not to practice elaborate rites and ceremonies.

Some few have realized that many of the frills of selling are bunk. They are applying common sense, backed with definite knowledge, and are going after sales that return

profits. The others will shortly have to do likewise or go onto the junk heap.

Take quantity discounts to large buyers as an example. I can think of nothing more obvious than that a large order is preferable to a small one. It costs less to get a \$5,000 order from one buyer than to sell fifty \$100 orders. Even our grandfathers knew that, but then, of

course, they had not been taught that the small buyer should be protected. They did not know that business is a charity whose first aim must be to protect, even at the cost of our own business, the financially weak and in all respects unskillful grocer on a side street in Yaphankeven though this altruistic policy should result in someone else getting the big order from a department store. Those old timers showed just what they were by frequently reciting their motto, "I'm not in business for my health."

We take a more humanitarian, if less profitable view—that is, some do. In



C Brown Bros

SELLING costs vary with districts. In small towns or rural districts the salesman is able to make fewer calls per day than in the large cities. The added cost per call entailed is somewhat lessened, however, by the fact that small town dealers are generally more stable and stay sold for a longer time

following the gods of national marketing and of 100 per cent distribution the small retailer takes exaggerated importance in the eyes of sales-managers. When he discovered how important he was, he naturally went after all the concessions he could get, and one of the first was that he be put on the same price level with chain stores, big department stores and mail order houses.

He put up such an outery that through fear many manufacturers assumed the virtuous policy of "one price to everybody." As a result they lost most of the sales which they might have made to big buyers, and found themselves saddled with an exceedingly high cost of selling to the innumerable small buyers. The cost of selling is always exorbitant for concerns which adhere to the one price basis.

For a long time two such leaders in their industry as Stetson and the Knox Hat Company made no price concessions to the larger buyers. In time they discovered that perhaps this policy was costing them some business from the larger buyers. Just what led Stetson to change, I do not know, but I do happen to be well acquainted with the Knox business. This concern offered quantity discounts on a sliding scale depending upon how much the retailer bought from Knox in a given period. Lacking definite knowledge of the actual cost to sell to customers of various sizes, they set the quantity discounts by guess. But the company is now gathering figures which will enable them, if necessary, to revise the discounts in proportion to the cost of selling.

RECOMMENDED the same policy to the Scott Paper Company, which sells toilet paper—some of it direct to small retailers, some through jobbers of various sizes and some to consumers such as hotels, railroads and institutions. The Scott Company determines what it costs for a salesman to make a call, and charges this cost against the different classes of customers. Soon it will have definite knowledge as to what it costs to sell to each class, and on this basis will determine a scale of discounts which will attract the

business of the big buyers. Probably each class will get a discount amounting to two-thirds of the difference in the cost of selling his class and that of selling the small retailer, whose price will be the highest. Such a plan offers a price incentive to the big buyer, but retains a part of the saving for the company.

It is important that quantity discounts be set on the basis of definite knowledge of the cost of selling, otherwise such large discounts may be offered as to result in a loss on the big business.

A concern which persists in giving "price protection," as they call it, to small buyers is not merely bucking an economic trend; it is penalizing itself in a money way. In the first place it is playing directly into the hands of more farsighted competitors who offer attractive prices to large buyers. It gets the least profitable, because more expensive, business. And it runs heavier credit risks for its pains. It pays for the inefficiency of the poor, small retailer who cannot compete with more skillful large neighbors.

[CONTINUED ON PAGE 46]

### The Great Divide

### By Kenneth M. Goode

T is only a thin half-inch of oak. Yet it has already cost business a \$1,000,000 for every square inch of its tawny, grained surface.

Against it, back to back, scrape the office chairs of two advertising men—one faced for the future, the other fixed toward the past. On one side of the partition, Bill Black has a tiny cubbyhole with scant space to keep his records; on the other side, Reddington has room for the deepest conference and the widest discretion.

Black handles direct sales; Red directs the general publicity. Black buys his advertising space and printed matter—as much as he can use at a profit. Red is sold advertising space and printed matter to the full extent of his appropriation.

Red cannot be bothered with coupons and inquiries; Black has heart disease every time the girl is late with the mail. Red can argue invisible increments until his son finishes Harvard; but let a careless fly misplace one decimal point in Black's July sales and Black is out of more than luck. Red endows his firm with cumulative glory, throwing in with generous gesture any little quick business that comes unexpectedly to hand. Black can spend nothing but homing dollars. They must all

be back with the bacon inside ninety days. Black gets full credit for this; but none for the fact that his advertisements, even after they have paid for themselves, last exactly as long as Red's.

As an offset to all his troubles, however, Bill Black has one great compensation: He can spend all the money he wants. Nobody tries to pare down his appropriation; in fact, he has no "appropriation." So long as his advertising pays its way, the sky's his only limit. To publishers and advertising agents—to all, in fact, who profit by another's advertising expenditure—the now neglected Bill Black is the one best bright potentiality visible to the naked eye.

For, one of these days, when the profit-per is a whole lot thinner than it is now, some director with a mean eye is going to wake up and say: "Here! We've got to promote Black into the big room or cut Reddington down into the little one. Which?" And some very, very wise vice-president is going to answer, "Why not take out the partition?"

It is only a thin half-inch of oak—that great divide. Yet it has already cost business \$1,000,000 for every square inch of its tawny, grained, old-fashioned surface.



#### iNo le Hace!...Es Crema de Larkin

-La cosa está que arde, Pero la cara, como si tal cosa, Los instrumentos de tortura inspiran deseo de silbar una canción cuando se afeita uno con Crema-Hamamelis de Larkin.

#### Fuera de Broma...

UN NUEVO PRINCIPIO EN LA CREMA DE AFEITAR

UN NUEVO PRINCIPIO E
Recurda cómo, cuando e sa lino, su menti dis
por la borella de hamametta si Ud. Ilrepha si
esas con strakazo o chuchoner, conosceneno de
einevisibite trevezura? ¿? recureda tambén cómo
el hamamela siavista la hanchasto y questas el
dolor? Los químicos de Larkim han aplucado esta
expenencia el desarrollo de un principio entermente nuevo en la crema de afezza.
A la mayoria de les hombres el desagrada el
afezzares; por buena que sea la naveja, tempre
irma la quídernia y bace que la cera sa anenta
y la higiene imponen la obligación de aferiane.
Pero a hora, modante el proco de suturación e
imprepacción, los químicos de Larkim han logrado,

DA CREMA DE ATELIAN.

por fin, crear una Crema de Hamamelis para Africa.

La Crema-Hamamelis de Lucian para Africa.

La Crema-Hamamelis de Lucian para Africa.

Proporto la pel y la barba para el paso de la novaja. Aun antes de que feita toque el restim, la Crema-Hamamelia de Lakian para Africar person en di cutti y la promo en condiciones de evitar la riviación. Es inicial estade que, edemás, la Crema-Hamamelia de Lakian para Africar produce una espunna abandante y opesa que no se opesa que no se

### Larkin

Representantes en México: Compañia Comercial "Herdez" S. A. :: :: López No. 7, México, D. F.

Fabricada por los manufactureros de Mento-Kanfo y las Dos Cremas de Larkin



#### ¡No le Hace! Es Crema de Larkin

-A mi no me ven la oreja: cremas van y jabones vienen; hoy una brocha, mañana una navaja o un serrucho; ayer un tajo y pasado mañana un semi-deguello... pero con esta Crema-Hamamelis. el afeitarse es una delicia. ¡Larkin se ha ganado una oreja!

#### Fuera de Broma...

UN NUEVO PRINCIPIO EN LA CREMA DE AFEITAR

UN NUEVO PRINCIPIO E Recuerda como, cuando era nuño, su manti has sor la botella de hamamelas si Ud. Begaba a sua con arañamo a. Vireaserda tambien ofmo I hamamela silvarlas la hinchardan y quitaba di labor? Los químicos de Lutrim han aplicado esta aspenencia al dearrollo de un principio enter-nente nuevo en la crema de afortat. A la mayoria de los hombres les desagrada el fetaznes: por buena que, see la navaja, iemprer rum la epidermia y hace que la cura se sentia-tomo en curse viva. Y, im embargo, la decensa-la higmen imponen la bolliguación de afeunar-rero ahora, mediante el preceso de como de afeunar-pereyactoria, los químicos de Lutrian las logrado.

NI LA CREMA DE AFEITAK

Aferso.

Afferso.

#### Larkin

Representantes en México:

Compañía Comercial "Herdez" S. A. :: López No. 7, México, D. F.

Fabricada por los manufactureros de Mento-Kanfo y las Dos Cremas de Larkin

### Ears to You, Senor Covarrubias

### By George Burnham

OUNG Señor Covarrubias has probably done more to put Mexico on the map in recent vears than the combined efforts of such gentry as Villa, Carranza, Obregon and the United States Marine Corps. He has demonstrated that our Southern neighbor can produce revolutionary art as well as revolutionary politics, and, having put his native country on the map, now proceeds to put Larkin's Shaving Cream on the map of his native countrywhich is not intended as a pun.

The series of which the accompanying specimens are a part purports to be Covarrubias' first venture in advertising illustration. Certainly the illustrations are characteristic of his peculiar type of genius, and equally certain it is that their attention value is great. Whether they would sell shaving cream in this country is aside from the point, for obviously that is not their aim.

When in Mexico, do as the Mexicans; and if the drawing of an amiable gentleman slicing off his right ear fails to arouse your desire for emulation, remember that you live north of the Rio Grande.

Incidentally, the illustration just referred to has a curious tie-up with that famous native institution, the bull fight. It seems that there is a custom on such occasions, when the contest has been exceptionally well fought, to present to the matador who had impressed the spectators most the severed ear of the bull he has just killed. This is the supreme award by which an enthusiastic audience may demonstrate its appreciation, and such trophies are highly prized by their recipients.

This custom has fathered the expression which, freely translated, reads: "Ears to you!" (Not to be confused with a similar sounding American expression which thrived

before the Volstead era.) "Ears to you," in general colloquial usage, implies a job well done-"You win the ear," or words to that effect.

THE appeal is, of course, to the Mexican national sense of humor, and the copy ties up with it closely. Freely translated again, we have, "Ears to Larkin Shaving Cream, which is the best of all shaving creams." Then, getting down to the selling talk: "Fuera de Broma," etc. -which means: "But seriously, it is really a new principle in shaving creams." It is adroitly handled, and its appeal is far more subtle than any such bald description can possibly convey to an American.

Each number of the series is tied up with some custom or convention in a similar way, although frequently, as in the other member here reproduced, the message is more readily decipherable to the foreigner.

# Picking the Dramatic Sales Idea for Direct Selling

#### By Henry B. Flarsheim

Secretary, The Marx-Flarsheim Company, Cincinnati, Ohio

KNOW a young man who sold over \$1,000,000 worth of shoes direct during his first year in business. He started from scratch, with limited capital. Today has one of the most successful direct businesses in the country. You ask, "How did he do it? What are the secrets?"

My first answer must naturally be that the man has the "mail order sense"—that peculiar mind which is adapted to thinking along direct selling lines. But in addition he followed certain definite, proved methods and plans. And the methods and plans he followed are fundamentally the same which underlie the success of every direct-selling business.

Successful direct-selling requires that the proposition be backed by an idea that lifts it out of the common run. It is not enough, for instance, to sell shoes merely as shoes are sold in the retail stores. The shoes must have features that distinguish them from all others. They must be made differently: fitted differently; measured differently. The special features which make those shoes, not freakish, but more desirable than other

shoes—the features which, in short, give direct salespeople something to talk about—are one of the underlying reasons for success. These features are the starting point.

Features alone, of course, will never put over a direct selling business. The merchandise must be right fundamentally. It must give satisfaction, and be worth the money. But assuming these things, special exclusive features will make the business a success.

These features may be little different from others found in the same articles sold in stores or by



CERTAIN hosiery concern has had outstanding success in the direct selling field. It sells excellent hose, and the merchandise is well worth the price. But much credit must be given to the way in which this hosiery is sold: to the demonstration put on by the salesman. Even the best of goods will not entirely sell themselves on their inherent qualities alone

> other direct-selling firms. But they become new and different if presented and sold in a new way.

> I am thinking now of a hosiery firm which has had outstanding suecess in the direct-selling field. This concern sells excellent hose and the merchandise is well worth the price. Unquestionably this basis of quality is largely responsible for the repeat business this firm enjoys. But much credit must be given to the way in which this hosiery is sold; to the demonstration put on by the salesmen; to the many interesting and

prospective about this line.

A salesman takes out a nail file. He asks you to hold one end of a stocking while he holds the other. He runs the file vigorously across the surface of the hose and convinces you that the hose must possess unusual wearing qualities if it stands up under such a test. The salesman will tell you how many pounds of weight each stocking will support. He will tell you the number of strands of silk in every stocking. He will explain the unusual run-stop. Now it is true that many kinds of hosiery sold in stores possess the very same features. But the clerk never tells you about them because he doesn't know. You hear these features described by the direct salesman. You come to believe that his is different from any hose you ever saw. And you buy.

Not many months ago a sensation was created in the direct clothing industry by a utility suit which was offered at an amazingly low price. The suit was made of a specially treated cotton material which had the ability to resist sparks, moisture, and Every salesman snagging.

carried with him a sample of the cloth. When he walked up to a prospective customer he placed the lighted end of a eigar against the surface and showed that the heat did not scorch the fabric. He spilled water on the fabric and showed that it did not soak through. He scored the cloth with a nail or knife blade and proved its snag-resisting quality. Hundreds of thousands of suits were sold by virtue of this demonstration alone. If the garments had been sold merely as inexpensive utility suits, if these dramatic, inseemingly new things they can tell teresting features had not been

[CONTINUED ON PAGE 68]

# What Changes May We Expect in Radio Manufacturing?

By H. A. Haring

T the upper end of the radio industry stand the manufac-turers, beloved of advertising agencies and advertising media for their liberal space buying; two years ago beloved but today shunned by the promoting banker with an eye to the curb market. The shakiness of radio is brought to attention when one talks with radio manufacturers. Their business rides the crest of prosperity in December; it sinks to the depths of despondency Ahead is seen a time of sure riches for the manufacturer who will have the strength and brains to survive a year or two longer. Gossip whispers that "A has an overstock of 75,000 sets," or that "B lost \$300,000 last season on their flop-of-a-model," or that "C has twice approached our company to buy them out, but we're too foxy for that old game; for, if we let them alone another thirty days, the bankruptcy court will throw them out of the radio race and we'll have one less competitor to fight.'

The story is rather well known. Radio changes have been too frequent and improvements too fundamental. Manufacturers in order to

run their factories as factories must operate to earn profits. They dare not make up radio sets ahead of the season and warehouse the goods. From February to August or September their plants are idle, while the proprietors watch each other with lynxlike eyes, fearful that some improvement will get by without being incorporated in the "new Radio makers cannot round out a year of factory opera-

tion. Hence their losses, and hence the precariousness of radio manufacturing.

Three manufacturers who brought out improved models in the spring of 1926 have had the whole industry agog. So suspicious are makers of one another that almost no one accepts at face value the statements that "these are our models for 1926." All sorts of devious ways are being pursued "to find out what D has up his sleeve by bringing out that model in April so everybody can copy it."

A Chicago radio-parts maker gives this portrait of the "no-name" radio manufacturer, who is responsible for much of radio chaos:

"We are one of the principal parts makers, and consequently most of the radio makers are visited by our salesmen. We see also a lot of the no-namers. In Chicago there are a hundred of them, and every town in



 ${
m R}^{
m ADIO}$  advertising has been most wasteful. Extravagant claims and unqualified statements have made radio ridiculous in the minds of the industry's most natural market: namely, the wealthy. Radio density is high in the Bronx, but low on Park Avenue. The "copy" has been altogether too often the type of display which the well-to-do reader unconsciously turns over without even a second glauce



Michigan and Wisconsin has one or several.

"Anyone can bust into the business. Almost before we know they are on our books, they will be turning out a hundred or two sets a week. They buy parts for cash because that's the only way we will sell

"Then some day our man catts on them. What does he find? A loft. whirring with machinery? Not a bit of it. Four or five boys working in the cellar and about as many more out in the garage, and probably the garage next door used for storing and packing. From September to December they run at top speed. Such a factory has no overhead; it pays no taxes because before tax day it will have disappeared. About the first of Febru-

ary, they'll come sneaking in here with a couple of hundred unopened parts wanting us to buy them back.

"Business has slumped. owner runs the old car into his garage again, dumps coal into his cellar, and another radio manufacturer is out of business-before he was ever listed in the Chicago telephone directory.

"Such a fellow makes a thousand or fifteen hundred sets, possibly a few hundred more. He calls himself some fancy-named radio corporation, and will grab off a contract for a thousand sets at any price and make the set to match the price; if he ever gets one for 10,000 sets, he'll go broke because he can't manage a big business. But with an output of 1000 to 2000 sets, rushed out in four months, he can make a profit. He

has a good time thinking he is a competitor of Atwater Kent."

Such no-name concerns will reappear in the autumn of 1926. Their life histories will terminate with greater abruptness than in previous

The most amateurish industrial engineer could plot the "curve" of no-name radio making. In 1921 and 1922, the demand for radio sets increased far and away beyond the ability of manufacturers to cope with it. It was but natural that parts makers should find a big outlet for their products in the men who built their own radio sets or had their more technical friends build for them. Radio development is throttling the opportunity for amateur manufacturers. Not to specify

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# Let Both Parties Cooperate

By E. M. Bacon

Advertising Representative, Field & Stream; Arts & Decoration

TO doubt Mr. Roberts is correct first? Then if your man indicates in stating that some advertising representatives unnecessarily hold up the line. I refer to his article "Are Publication Solicitors Guilty of Lazy Selling?" But he also adds: "In most cases the salesmen themselves are to blame." Well, yes and no, depending on circumstances, speaking of salesmen as a group.

There are many of us who have some such thought as this when calling on an agency or an advertiser: "How does he find the time to grant each of us the courteous interview that usually awaits us? Won't it be to our mutual advantage to make the interview as short as the accomplishment of our mission warrants?"

Naturally, there are occasional interviews that require one, two and even more hours. In such cases neither party desires to cut it short. On the other hand, far more interviews can be terminated in from two to fifteen minutes to the absolute satisfaction of both parties.

In some highbrow sources of sales information one is advised to learn all one can about the man's family, his hobbies and pet schemes. Then, to get your man feeling favorably inclined toward you, the formula says to start in with some such lingo. Bunk! Isn't it better to talk business

that he isn't overly busy and would really like to have you chat a minute or two-fine. That's true business friendship; the former, nothing short of camouflaged fear of a turn down. If all advertising representatives would endeavor to put their solicitations over quickly and try to close the call before being requested to do so, not only will the points be registered clearly and concisely, but time will be saved for all.

And what is more, it pays. Those of us-and I think we are in the majority-who think first of the other man's time, never find the cold shoulder awaiting us.

Another of the above mentioned highbrow sales formulas tells us to assume that everything we have said in previous interviews has been forgotten—i.e., start again the laborious procedure of showing everything that's in our brief case, at least all that was used previously. Another bunk formula and time-waster! made a call this morning on an agency man who had been ill and away since before Christmas. I recalled briefly what I had said before and was out of his office in decidedly less than fifteen minutes with his promise to recommend a substantial schedule in my publication. Why, certainly he remembered the details in my story. I accomplished as much and possibly more than had I tired him out with an hour or two of complete solicitation.

As Mr. Roberts states, time is frequently wasted in waiting for an interview. Sometimes this is due to the inability of the man you are waiting to see to estimate how much time one of Mr. Roberts' long-winded solicitors is going to take. Or it may be an interview with an honestto-goodness advertising representative where it is impossible to tell into what fields the talk may lead or just how much time it will take. But I fear that only too often it is thoughtlessness on the part of the other man that keeps one sitting in ignorance.

Happily, the times one is kept waiting long without being told how long it will be are comparatively few, thanks to the courtesy of most men on whom we call. However, if the remaining minority would realize how much we appreciate their endeavoring to save our time, it would be another blow to time-wasting.

So let's both cooperate to the fullest extent. Let us make the call snappy—let the other man advise us if we are to be kept waiting and then when we are admitted, endeavor to give us his undivided attention. And the time taken for that ball game or extra afternoon of golf won't be missed at all.

## Manhattan's Lunch Time Population

THE number of restaurant permits issued in New York is eight times the number in Philadelphia or Boston and five times the number in Chicago-facts out of all proportion to the differences in population. These figures do not indicate necessarily that New Yorkers eat more, or that they dine in public more, although either one or both of these things may be true. The probabilities are that the excess is due rather to the huge population that gathers each day on this desert island for luncheon.

There are in effect in New York City about 20,300 restaurant permits. This includes about 3500 drug stores which have to have restaurant permits in order to serve sandwiches and similar edibles at their soda fountains, leaving a total of 16,800 actual restaurants or eating places, in addition to these soda fountains in the five boroughs.

It is estimated that these places will average to serve not less than 300 meals a day, apiece, although of course many of them are small places and would not run that high. On this average base the total is 5,040,000 meals served in public places.

Some of these meals are served to transient visitors from outside of the New York suburban district, but the daily transient hotel population is estimated to be not much over 50,000 people. The 122 leading hotels have a total of 42,538 rooms and allowing 20 per cent for permanent guests and 11/2 guests per day for the remaining rooms would give a total of 51,045 guests. Assuming that these 51,000 people all get three meals each in public eating places, this would account for only 153,000 meals and would leave 4,887,000 meals served by public

1,213,506 713,000 59th 5T. 59 th ST. Shaded area shows region of greatest concentration. 45.000 1.045,519 Noostime Population Resident Population

places to residents of New York and

The total city and suburban population including the nearby New Jersey cities is about 9,000,000. At three meals a day these would eat 27,000,000 meals, not allowing for infants and invalids. Of this figure the number of meals served in public-eating-places as arrived at by the preceding figures represents 18 per cent.

These figures for restaurants in New York are comparable with the total of 2667 "licensed inn-holders and common victuallers" in Boston, and a total of 4150 bona fide restaurants in Chicago, and about 2800 in Philadelphia.

It is thus seen that the percentage of restaurants to the city population is very much greater in New York City than in any other large city in this country. This figure of 18 per cent of all the meals of this metropolitan area which are eaten in public eating places is partly substantiated by the daily suburban traffic figures. According to figures made public on April 11 by the Transit Commission, the railroads and ferry boats carried into and out of New York City during 1925 a total of more than 338,000,000 passengers, of 249,000,000 were whom classed as commuters. On this basis, the average actual number of commuters during the year was 124,882,831 carried

each way.

Figuring on the basis of 340 full traffic days, this is an average of slightly below 370,000 commuters a day. In addition to these figures for the steam railroads, the Hudson & Manhattan carried nearly 50,-000,000 in 1925 and the ferry boats practically 50.-000,000 more. This makes a total daily of about 500 .-000 people moving by suburban lines into and out of the city, most of them being people brought in for

the business day. In other words, every 24 hours a floating population almost as large as the entire population of Buffalo moves into New York and out again, by railroad and ferry as part of the day's work.

These figures, of course, take no account of the people moving between the boroughs by subway, representing an additional 1,500,000 or more. Thus we have each day a population nearly equal to that of Philadelphia which goes down town by subway and, hence, is away from home for luncheon.

Most of these two million extra people eat some sort of a luncheon in a comparatively small area at the lower end of Manhattan Island. Many of them, to be sure, are rather sketchy meals, but at least it is an impressive thought that day after day this little barren area provides some sort of nourishment for this large flock of commuters.

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THIS country has developed many novel, and often astounding, "movements," not the least popular of which was boosting-your-own-home-town. The constructive thinkers attracted to this new national game possessed distinctive qualities widely noted by foreign observers, seasoned travelers, and realistic novelists. Dignity was not cited as being one of the qualities. But here at last it is to be found, in the Western Electric Company's "Chicago campaign," which won—and deserved to win—the first prize for institutional advertising in the National Industrial Advertisers' Association Convention, held recently at Philadelphia. Critics of the American Scene, take notice.

# Do You Re-Sell Your Product to the Customer Who Buys It?

By W. R. Hotchkin

"HE bird in the hand is good housekeepers by suggesting worth two in the bush"— definite things to do.

and one satisfied and com- Most advertisers seem to assume pletely served customer is worth at least a hundred unknown "prospects." And yet the re-selling work is about the worst done activity in commodity distribution. Manufacturers and great national associations spend vast amounts of time and money on the fight against "substitution," while many makers of goods, in the same groups, neglect the most powerful weapon of all in beating that competition.

Primarily there is just one factor that re-sells a commodity, and that is satisfaction with the goods. But "satisfaction" implies many constituent elements. For instance, I buy a chemical stimulant for plants; I don't use it the right way; it burns and kills the plants. Next year I suggest that some fertilizer should be used, but am reminded of the destruction of the last year and take a chance on nature alone. There is no re-sale.

Satisfactory service from commodities requires that the purchaser be fully informed not only of all the uses of the goods, but also of all the chances of using them wrongly. The maker may say that this is not his business, but the re-sale of the goods is his business.

There are vast numbers of commodities that are never half used. Consequently never half of the possible volume is sold. The customer knows only the obvious use of the goods, while there may be many other services that the commodity will render. Some manufacturers illustrate this idea magnificently and secure the consumption of their goods in a dozen different ways, thus multiplying their sales. Certain paint manufacturers, for instance, spend most of their energies on insisting that pure white lead is the base. That is very important, but a small seller of paint. Others do a little better job and spur people to brighten up the premises. But the real creator of desire for paint is the advertiser who torments the latent desires of

that prospects will think up the things to do for themselves, if one merely suggests paint. But most people do not. The householder does not want to have a paint job on his hands. The house was painted several years ago and looks good enough to him. But tell him to see if there are spots where the paint is cracked and the clap-boards are rotting by exposure. Tell him that rotted boards will never take good paint afterwards, and he'll begin to worry. The housekeeper may have no thought of any use for paint; but tell her how other people beautify their bedrooms by re-painting the old bedsteads, and suggest color schemes for them. Then suggest artistic ways of decorating the porch furniture. Who ever thought of giving a coat of varnish to the kitchen linoleum, until advertising suggested it?

Now these may seem to be original sale ideas, which of course they are, but why not give them also to people who have bought the commodity? Make them use up the can they bought and buy more while they have the brushes soft and are in painting humor.

MANY manufacturers of package foods are suggesting numerous ways to use the commodity, and they point to what others might do. Almost every kind of food product has one usual method of use, to which most consumers confine it because they do not know about the other ways. Since people do not commonly want the same thing in the same way too frequently, they change. But they would quite as willingly use the same commodity, since it is there, if they could prepare it in a totally new form.

To make people "use things up" and want more—that is the real reselling job. Most people use the article once, and then drop it-until something suggests using it again. So the frequent suggestion is needed. There must be sufficient urge provided. That urge might be supplied by what was put in the package; but it can be more positively provided by suggestions of frequent or different use of the goods.

The purchase of one package may have made a friend of the consumer, or only a part friend. In either case some suggestion in the advertising of a better or more complete manner of using the goods will spur the consumer to try again,

MANY commodities are appreciated to only half of their deserving, because they are only half understood by the purchaser. The makers take it for granted that the purchaser will know as much about the goods as the makers know, but that is rarely possible. After all. things always seem a lot better and finer if we hear somebody enthusiastic about them. Only experts can see and understand all the points of merit in a commodity. People need to be told and re-told. The more the purchase is truthfully glorified in their eyes, the more they will enjoy using it and the more they will get out of its use.

When I am buying a box of strawberries at the market and the man says: "Look at those berries, how fresh and sweet they are! Smell them. Aren't they fine? All good, all the way down the box. No green ones; no little ones!" Don't you think I will like the berries better than if I had to look for all those virtues with my own eyes, without that enthusiasm?

That is one great weakness in selling and re-selling. The maker and the advertiser take too much for granted. They cannot see the value in enthusiasm over obvious things. Also, when they exploit certain facts in one advertisement, they seem to assume that they should never repeat the same statement. And yet why abandon the strongest statements about goods just because they have been stated before?

If I had a commodity selling on the market, I should want every package

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### The High Cost of Salesmen

### By Percival White

WENTY ODD years ago, Frederick W. Taylor, known as the "father of scientific management," stated that industry lay at the mercy of the workman. Today, industry lies at the mercy of the salesman.

All of us, in truth, are at the salesman's mercy. If we approach the salesman, he is waiting for us. If we do not go to him, he

will do the "approaching," this being ene of his most studied accomplishments. If we do not care for anything today, he will see us just the same. If we are otherwise engaged, he will wait, thank you. If we see him (just to get rid of him), he starts at once to attract our attention, arouse our interest, and incite our desire. If we object, he has an answer for our objection—in fact, he is better acquainted with all of our possible objections than are we ourselves.

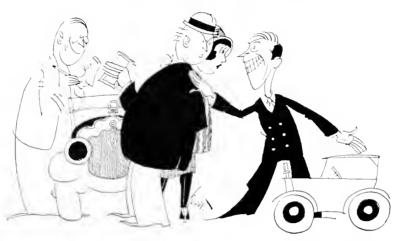
Try as we will, we cannot escape him. Capitulation is the only relief. For inevitability, the salesman ranks beside death and taxes.

The function of the salesman is, first, to create our demand, and, second, to satisfy it. Leave everything to the salesman except footing the bill. His task, though not easy, is simple. All he has to do is to make us covetous enough, and he is sure of an order. Supersalesmanship (i.e., the kind that is written about) is the fine art of persuading people to buy something they do not need.

Supersalesmanship is by its nature hostile to science. It depends first upon deception and second upon the power to substitute emotional for rational buying stimuli.

Supersalesmanship, furthermore, sets at defiance the hypotheses of all the classic economists. One pair of shoes, they used to say, is a necessity; two pairs are desirable; three pairs are often convenient; but—so they postulated—there is a point beyond which the benefit to the wearer is not commensurate with the cost.

Does the salesman recognize this



shrinking of the "consumer's surplus"? No. Supersalesmanship demands that the owner of one unit of a salable commodity is a logical prospect for a second and third. Where else is he to find a market for the plethoric production of automobiles, radios, and other impedimenta of prosperity? In the lexicon of salesmanship there is no such phrase as diminishing returns.

In the days of barter, I exchanged my goods for your goods. The satisfaction was supposedly mutual and equal. The logical development of this system, if money is to play a part, would be for me to pay you the monetary equivalent for your goods, and nothing more. But such is not the case. On such a basis, business would immediately collapse. I must not only pay you the equivalent value of your goods, but I must also pay you a premium. In return for which you give me your supersalesmanship.

"The "high cost of distribution" is largely attributable to the cost of supersalesmanship. I pay for "distribution," whether there is any actual distribution or not. If I buy a car, without having to be sold the car, why should I not save the commission of the supersalesman and pay \$900, instead of \$1,000? What reason is there that I should pay someone \$100 for persuading me that I want a certain make of car instead of another make? Have I not the intelligence to settle that question, all by myself, for nothing? I am paying \$100 more than the car is worth in order to help defray the cost which the manufacturer incurs

in attempting to enlarge his market beyond its normal bounds.

The salesman's task is one of appealing to the most primal instincts of the human organism—the desire to possess. Nor is this desire merely a human characteristic; it is common to the entire range of evolutionary development, though the higher we go in the

evolutionary pyramid, the more marked do we find this attribute. Among animals and savages the desire for possession ceases to exist as soon as the simple wants are satisfied. But among ourselves this passion for worldly things knows neither satiety nor even abatement. The more we have, the more we want. Unlimited desire is commonly considered the mark of the highest civilized development.

Accordingly, the increase in material goods has been enormous, particularly in our own enlightened country. The greatest minds of the age are conceded to be those which are striving to devise material articles for which at the present time we have neither need nor use. Thus, the average person has twice as many things to make life easy as he had forty years ago. The millionaire of 1890 could not command the indulgences available to the mechanic of 1926.

Business men produce in huge volume articles with identical characteristics. It becomes necessary to find buyers upon which to foist these Obviously, these buyers things. must have common desires, common requirements, common buying habits, and comparable pecuniary resources. Products have been completely standardized, and 90 per cent of the American population has been standardized to match. At present the supersalesman is working upon our submerged tenth-those individualists who will not come into the fold, and who make his life a burden. How inconvenient is the individualist. He upsets all the market indices.

[CONTINUED ON PAGE 70]

### THE · EDITORIAL · PAGE

#### Another Industry Advances

THE wool industry has taken what appears to be a long forward step in consumer relations. Under the auspices of the Wool Council of America a publicity program is to be developed that, if carried out in the spirit of its inception, should do much to improve the status of the industry.

Briefly, a "dictator" is to be appointed who will supervise the expenditure of between \$350,000 and \$500,000 annually in advertising and educational work, to further the use of wool, teach women how to buy and care for woolen fabrics, and engage in certain types of research.

When any industry gets past the free publicity stage and begins to invest its money in so broad a program as this, it is in a fair way to tap the potentialities of that broader cooperation which the public extends to those men and those industries who win its confidence and enlist its active support.

0.00

#### The Trend Toward Selling Direct

THERE seems to be a general drift toward "selling 📘 direct," whether that phrase is interpreted to mean cutting out the jobber or cutting out the retailer.

The tendency is not entirely logical; it is more psychological. It is a restless testing of alternatives, in an era when there is over-production or excess plant capacity. The energy and initiative of manufacturers is reaching out to solve the problem.

In Chicago 20 years ago about 60 per cent of all advertised grocery products were distributed through

the well-established grocery wholesalers.

Today that percentage has dwindled to the quite astonishing total of only 12 per cent. True, the chains are absorbing greater and greater volume, and this is only in a sense selling direct; but selling direct to retailer it nevertheless is.

The situation is not in all instances a happy one for manufacturers, for their selling costs are admittedly increased, especially under the new era of hand-to-

mouth buying.

As for direct selling to the consumer, this is now admitted to be a cyclical development; it seems to advance shortly after a period of depression, when many salesmen are out of work and the consumer is keen to try supposedly more economical ways of buying. (Incidentally, a recent survey reported in Women's Wear showed that 40 per cent of housewives really believe it is cheaper to buy from house-to-house salesmen). But when better times arrive salesmen drop out and the method suffers atrophy.

#### Middle-Aged Hum-Drum in Business

IN his Travel Diary of a Philosopher, Count Keyser-ling brings out the thought that crystallization of one's ideas should be postponed as long as possible.

With the individual crystallization is in effect nothing more nor less than the "setting" of middle age.

If it is important for the individual, who has only himself to consider, to postpone this crystallization, how much more important for the responsible executive of a business to fight off the "setting" process of middle age in his business.

For if he allows the business to "set" in its policies and its outlook, he is robbing all those connected with it, or dependent upon it, of its greatest potentialities.

Particularly in the sales department should a business be kept young and flexible, both as to policies and methods, for if the sales department "sets," the whole business settles down to a condition of middle-aged hum-drum that discourages initiative all through the business and marks the beginning of decline.

Count Keyserling's method of postponing this crystallization process in himself is to start out and travel as soon as he feels himself beginning to "set," that his

mind may be awakened by contact with life.

This same method is excellent for the business executive, be he president or sales manager: to take to the road, invade some territories he has never visited before, talk with all manner of people, let life come to him afresh, with its expanding markets, its newly developed needs, its unfolding opportunities.

#### Modernized Department Store Advertising

WE are all accustomed to see great splashes of space for department store advertising. In the larger cities it is a very serious problem, both for newspaper publisher and reader, because it jams the paper. Students of the situation have long believed that newspaper publishers sell their space too cheaply to department stores, and that less space at higher rates would be more effective.

A western department store owner is making active propaganda against what he calls unbalanced retail advertising programs; claiming that only 16 per cent of the average store's business comes from current, day-to-day advertising; a return too low for the expenditure. He believes that stores should divide equally their appropriation for good-will and current advertising. He believes the stores should not stress "bargains" so much and should do more creative selling. He says there is much too great an emphasis on cheap goods.

This is in effect what national advertisers have urged for a long time. They have seen that department store advertising has been largely uncreative, temporary, transitory. They have urged that department stores do their share of constructive sales effort, to develop consumption increase, change of habit, etc.

Some stores do this-many of the most successful ones. It is refreshing and hopeful to see a department store man himself urge this change, and on the basis, too, of greater possible profit to the store.

### An Open Letter to a Grande Dame



THE DINGBAT COMPANY. INC.

Dingbat Dandy Dinnerpails

MY dear Mrs. Reginald de Koven Hothouse:

When you called on our company yesterday afternoon, in the interest of the Goldehester County Goat Show Program (at \$250 a page), I am afraid you found me a trifle unsatisfactory. You seemed piqued (to put it mildly) because we would not take a whirl at your program, and even more provoked because I, whom you condescended to interview, did not show a proper respect for the Social Register as personified by yourself, the official representative of the Goldchester County Goats. You evidently thought my lack of chattiness indicated a corresponding lack of appreciation either of yourself or of your exceedingly recherche affair. On the contrary. madam, your solicitation, if I may use the term, was so stimulating that I assure you I did only the decent thing in keeping my mouth shut until you were safely out of my

Indeed, from the moment when, at ten minutes before five, you brushed aside my secretary and entered my office without a word of explanation or apology. I was not in a fit state

to hold a civil conversation with anybody. Your sitting down by my desk with one sharp, but smartly gowned elbow on the afternoon's mail which I was signing, did not improve matters.

"I," you said, "am Mrs. Hothouse." You must have seen me groping, for you added, "Mrs. Reginald de Koven Hothouse. . . . I am not an advertising woman." Madam, that last was evident enough. I know some scores of advertising women, and I have yet to meet one so deficient in courtesy that she will snub my secretary, or so lacking in consideration that she will interrupt me at my mail.

Nor do I know of anyone who could unblushingly have put forward what you flattered yourself were arguments for the Goldchester Goat Show (at \$250 a throw).

You began by telling what an insufferable crowd of snobs are going to attend your function. Madam, do you suppose I care a whoop that the Social Register will be present en masse, that only Rolls Royces will be admitted to the grounds, that the divorce batting average will be well into the four hundreds, that there will be a marquee full of marquises and a bar full of baronets? I do not. In the first place I doubt if it is true. In the second, even if it were true, I doubt if more than a small portion of all those splendid beings would get programs. Your publisher will be more of a fool than I take him for (and more honest than he ever was before), if he prints as many as one-quarter of the copies you promise. And if your hand-painted program girls succeed in forcing into the reluctant palms of male spectators one half the programs that are printed, they will so far outdo their usual performance as to qualify for the Police Gazette Program Girls' Championship Belt. Madam, if you and your friends run true to form, the close of the Goldchester Goat Show will see your hired help cramming bales of elaborately printed brochures into their proper receptacles - the garbage cans.

And what, if I may ask a purely rhetorical question, will happen to



such advertisements as do actually find themselves gazed upon by the elite? I find myself reluctant to believe that Basil Sufferingsaints, whose picture was so appropriately a feature of your "dummy," will read any dinnerpail copy with real results to his pocketbook. Basil is an amiable pup-I went to school with him-but he has little need of dinnerpails. Even in his ordinary purchases Basil rarely buys common, ordinary, branded articles. No; as the warier and smarter outfitters have already discovered, the way to make Basil buy things is to snip off the original trademarks, tie on Bond Street labels and double the price. If I may take Basil and his mother (now Mrs. Puffenheave) as typical of the Goldchester Goat Fanciers, I should say your gang was a remarkably poor market for Dingbat's Duplex Dandy Dinnerpails.

YOU implied, with heavy-handed delicacy, that if we did not come clean with \$250, the entire Gold-chester County Set would boycott Dingbat's Dinnerpails. In that case, Mrs. Hothouse, we shall have to get along without you. We have, in our fifty years of doing business, made a fair success of selling dinnerpails on their merits. We have never yet tried buying immunity from boycott, and I guess that at this late date we'll take at least one more chance.

[CONTINUED ON PAGE 59]

BRUCE BARTON

ROY S. DURSTINE

ALEX F. OSBORN

### Barton, Durstine @Osborn

INCORPORATED

An advertising agency of about one hundred and ninety people among whom are these account executives and department heads

Mary L. Alexander Joseph Alger John D. Anderson Kenneth Andrews J. A. Archbald, jr. R. P. Bagg W. R. Baker, ir. F. T. Baldwin Bruce Barton Robert Barton Merritt Bond Carl Burger G. Kane Campbell H. G. Canda A. D. Chiquoine, jr. Margaret Crane Thoreau Cronyn I. Davis Danforth Webster David C. L. Davis Rowland Davis Ernest Donohue B. C. Duffy Roy S. Durstine Harriet Elias George O. Everett G. G. Flory K. D. Frankenstein R. C. Gellert B. E. Giffen Geo. F. Gouge Gilson B. Gray E. Dorothy Greig Mabel P. Hanford

Chester E. Haring F. W. Hatch Roland Hintermeister P. M. Hollister F. G. Hubbard Matthew Hufnagel Gustave E. Hult S. P. Irvin Charles D. Kaiser R. N. King D. P. Kingston A. D. Lehmann Charles J. Lumb Wm. C. Magee Carolyn T. March Elmer Mason Frank J. McCullough Frank W. McGuirk Allyn B. McIntire E. J. McLaughlin Walter G. Miller Alex F. Osborn Leslie S. Pearl T. Arnold Rau P. I. Senft Irene Smith I. Burton Stevens William M. Strong A. A. Trenchard Charles Wadsworth D. B. Wheeler George W. Winter C. S. Woolley J. H. Wright

ВP

NEW YORK 383 MADISON AVENUE BOSTON 30 NEWBURY STREET

BUFFALO 220 DELAWARE AVENUE

Member American Association of Advertising Agencies Member Audit Bureau of Circulations Member National Outdoor Advertising Bureau

# An Approach to Direct Mail

### By Verneur E. Pratt

E have as our problem to advertise and to sell at a profit a non-existent devicesay, a clever machine which automatically selects the good employee from the bad. I will presume that we have had experts examine it, and that we are sure that it is right. I presume, in addition, that we have priced it at a figure which will not create too great a sales resistance, and yet will allow a satisfactory profit after making provision for ample sales and ad-

vertising expense. I still further presume that we have made a market analysis which has proved the need for the machine; which has found out for us where our prime prospects are, and which has divulged for us the fundamental or basic capital limit which we can use as a peg upon which to drape our advertising and selling story.

I presume, also, that our sales manager knows where every prospect is located and that the necessary machinery for going into a direct mail campaign has been assembled—that the names are at least on cards, properly divided geographically, by states, cities and names, and the main groups sub-divided into classifications.

I am making a lot of presumptions here; but unless these things are done, what use have we for a direct mail plan? I presume, again, that we are already prepared and organized to handle any inquiries that the processed direct mail campaign will bring in, and to handle them before they are cold. I suppose we know what season is our best season in which to sell, if any; that we are neither too late nor too far ahead.

Many direct mail campaigns fall down; and in my estimation-after spending several millions of dollars of the "other fellow's" money on direct mail—the reasons for failure can more often be placed to lack of



(c) Ewing Galloway

attention to these fundamental principles and basic preliminary details than to the plan itself.

It is too easy to get out direct mail literature. There are far too many people anxious to help the average man get literature into the mails. On every side we, who have this marvelous automatic employee selecting machine, are assailed by printers, writers, direct mail specialists, multigraphs and all the rest of the army who have something to

ND, naturally, knowing that our A machine is the most wonderful machine in the world, but that, of course, our problem is different from any that ever existed before in business, is it any wonder that we are tempted to go right ahead anyway and get out at least a few folders and letters? Suppose we have not made a market analysis? What if we do not know whether the price is right? We can correct that later!

Don't do it!

Miss a whole season if you must; argue with the boss; resign if you must. But let's not go ahead until we are positive that every foundation stone in our campaign is

And now we come to what I think is a basic question. Why should we use any direct mail? Because such a vehicle exists and because everybody else does it? No, we must have a reason for using it or we should not be driven into using it at all. As far as I have been able to see. there are only four reasons why manufacturers should ever use direct mail:

1st: Recause we cannot find any adequate publications which cover our prospects without waste in which we can ad-(because it vertise. must be admitted that advertising in publications is cheaper per thousand readers than to send a simple,

printed Government post card to one thousand prospects).

2nd: The need to supplement or follow-up publication advertising.

3rd: A realization that we cannot tell our entire story in publication advertisements due to the physical limitations of space.

4th: That by using direct mail we can direct our selling message in a personalized or localized form to meet exactly the mind of the selected prospects.

Now we get down to the creation of the direct mail plan. We have, undoubtedly, found that we are not going to sell this machine entirely by mail; therefore, our literature and sales letters will not be mail order letters but direct mail letters. We are going to depend on salesmen to do the final closing, and it will be the purpose of our direct mail to accomplish just one thing-and that is this: When our salesman reaches the prospect's office, presents his card and says: "I present Pratt's Automatic Personal Selector," the prospect will say: "Oh, yes," instead of "Huh?" In other words, the direct mail will permit our salesmen to start at ninety instead of zero or ten below zero; and he will have only ten steps to take, instead of 100 or 110. And these steps are all sales steps; none of them are missionary steps; none of them con-

[CONTINUED ON PAGE 51]

Railway

Mechanical Engineer

Railway Engineering - Maintenance

Railway Electrical Engineer

Railway Signaling

RailwayAge

# Selling to the Railway Industry

THE departmental organization of the railways necessitates intensive selling methods on your part—but the size of the industry makes the amount of business, once it is secured, worthwhile.

Of utmost importance to your intensive selling campaign are the five departmental publications which comprise *The Railway Service Unit*—they select the men who influence the purchase of your railway products and place your sales story before them.

Each publication, by devoting its pages exclusively to railway problems from the standpoint of one of the five branches of railway service, reaches a definite group of railway officers—intimately and effectively.

Our Research Department will gladly cooperate with you in determining the railway market for your products.

Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street

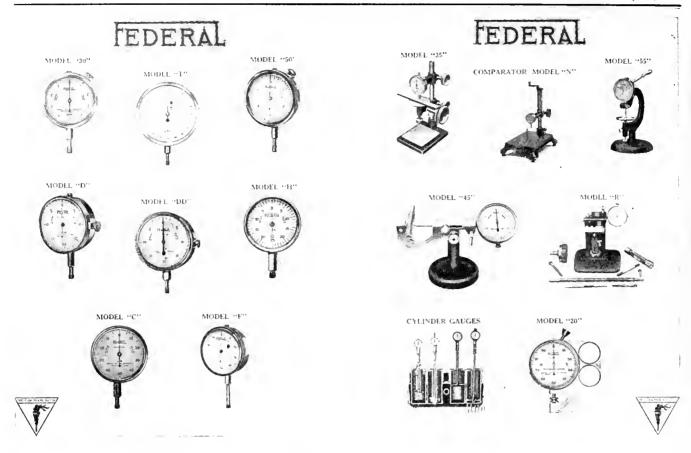
New York, N.Y.

608 S. Dearborn St., Chicago New Orleans, Mandeville, La. 6007 Euclid Ave., Cleveland San Francisco Washington, D. C. ndon

A. B. C. and A. B. P.

The Railway Service Unit

Five Departmental Publications serving each of the departments in the railway industry individually, effectively, and without waste.



# Something Different in Dealers

### By John Henry

THE average dealer in machinery, small tools or equipment is without individuality. He "represents" the factory in a certain territory and, while he develops a certain reputation, the burden of proof is usually upon the manufacturer. He usually gathers under his wing a miscellaneous line of tools or equipment non-competing, but in very few cases does he handle a group of products which would enable him to specialize in the solution of any given problem. For example, you could not go to any particular dealer as a specialist in drilling, grinding, turning, etc. Each one may carry a piece of equipment to do the job and you must shop around in selecting your tools.

A certain concern in Cleveland has developed a service that is somewhat unusual. It has specialized in precision tools—equipment for machining and measuring particularly accurate work. More than twenty-five different lines are carried, most of them exclusively. Small machines built for special accuracy, small tools, optical and mechanical measuring devices and testing machines are on

display. Anything that can be machined can be measured.

After the establishment of the service came the problem of securing an "individuality." It was useless to employ national or local advertising on account of waste circulation. On account of financial limitations, a house organ was out of the question. Most of the dealers are content to allow the home office to carry the burden, depending upon their name in the advertisement plus personal solicitation.

Another problem was in obtaining a complete picture of their line. A personal catalog was impossible, and it would require a magician to weld the assorted circulars, catalogs and leaflets of the various lines into a standardized form.

All of the problems were rolled into one and solved at one time. A four-page letterhead was designed, a distinctive color being lithographed on each page. This color served as a means of identification, supplied individuality and provided continuity.

Each one of these letters sent to a list of 400 prospects at intervals was devoted to a certain line. The

first page was a letter from the firm, while the inside pages illustrated the outstanding products of the line. Incidentally, each manufacturer printed for the dealer his own two inside pages, which reduced the cost. The letters are multigraphed. When the series was completed, the dealer had a complete catalog of his own showing all the principal products of the various lines. It is assembled in an attractive cover; can be mailed as a complete unit or separated. It has all the advantages of a loose leaf affair and any part may be dropped if the line is discontinued.

Two new series are being planned, one to show the various plants behind each of the lines and a second to show the products being built by the use of this "service."

The originality and individuality of this scheme has been commented on throughout the territory and has resulted in increased sales. The firm has established a reputation as "Accuracy Headquarters," and are often called upon to act as mediators in disputes involving measurements. A service charge is made for this form of cooperation.

## Nothing to ao with Advertising

Lots of the knottiest advertising problems don't look like advertising problems.

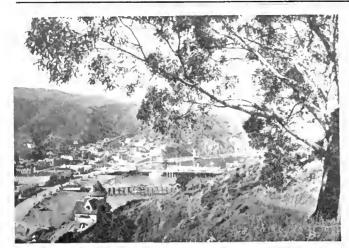
They come under the disguise of a price that is out of line, a fault in trade relations, or perhaps goods that are poorly packaged and do not give good display. Even such matters as increasing profits by reducing the items in a line, or teaching salesmen to use advertising as a tool, or getting the trade to cooperate with a new selling policy—to suggest just a few typical instances—are often real advertising problems.

Vitally so; for any one of them unwisely handled may damage the effectiveness of a perfectly good advertising campaign beyond repair.

The wise advertiser does not regard any of his business problems as "nothing to do with his advertising or his agency." It is a real part of the work of a good agency to know them all. Often out of its experience it is able to suggest remedies for them. If not, it can at least work in full consciousness of their influence.

In either case the advertiser gains.

CALKINS & HOLDEN, INC.
247 PARK AVENUE · NEW YORK CITY





Therbeit Ph tos, Inc.

# Inquiries and Their Significance

### By Don Francisco

THAT lessons, if any, have Pacific Coast community advertisers learned through their inquiries? Have inquiries established any fundamentals? In order to answer such questions letters and questionnaires were recently sent to the leading community advertisers of the West Coast, as well as to advertising agencies handling community advertising. Reports were received from those handling the advertising of Seattle, Tacoma, Portland, Californians, Inc., Oakland, Hawaii, All-Year Club, Tucson and San Diego.

As a result of this correspondence only two conclusions are possible:

First-Little has been learned from inquiries;

Second—What has been learned is for the most part considered confidential.

Of the nine Pacific Coast community advertisers who contributed information, only one indicated that it considered cost per inquiry figures of basic importance. However, all but one felt that inquiries were of some value in indicating the relative effectiveness of different advertisements. All the advertisers stated that inquiry costs were considered in renewing schedules and selecting publications but only two stated definitely that they actually based their selection of publications on previous inquiry costs. One advertiser rated inquiry costs as twenty per cent of

Portions of an address delivered before the Community Advertising Department, Pacific Coast Advertising Clubs Association, San Francisco. the total considerations that governed his choice of copy and eighty per cent of his considerations in choosing media. One community makes no effort to secure inquiries, Most of the advertisers attach great value to each inquiry and every one is systematically followed up by mail.

Of these nine advertisers, eight used magazines, five used daily newspapers, and three used rotogravure sections. Four stated definitely that they had found magazine advertising most productive of inquiries while one had found black and white copy in dailies most successful.

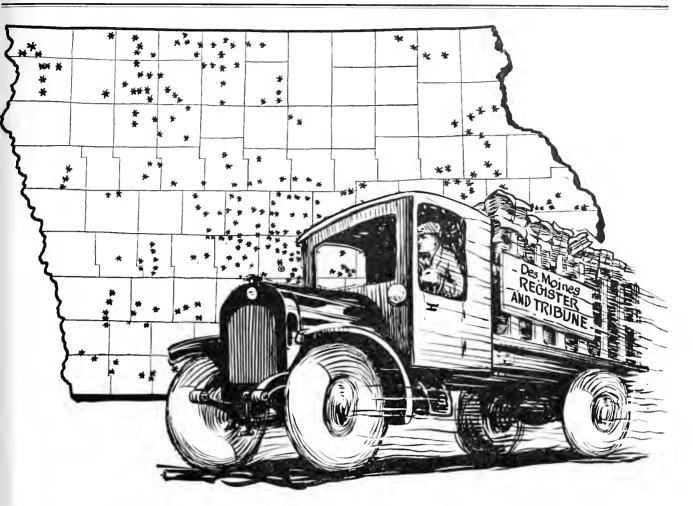
UR own experience with the ad-Vertising of the All-Year Club of Southern California and other communities is that magazines produce inquiries at the lowest average cost, rotogravure sections rank second, and daily newspapers third. However, the All-Year Club invests as much money in newspapers as in magazines. In stimulating summer business the magazines copy starts earliest. It is intended to reach those who are planning trips considerably in advance. They have time to write to California for further information. The summer newspaper copy is released in the spring and late summer when vacation planning reaches its climax. It is the final urge, and directs interested readers to the nearest ticket office. Some go to local resort bureaus, which are frequently maintained by the newspapers themselves. People planning summer vacations late in the spring are not so likely to write to California and wait for further information. Our returns from magazine copy decrease as the vacation season approaches. Our inquiry costs, therefore, do not prove that magazines are more effective than newspapers.

In testing media it is well-known that travel publications usually produce more inquiries per dollar than general publications, and more inquiries may be expected from general periodicals than from class magazines. Almost every advertiser deliberately uses for their general influence publications which are comparatively poor producers of inquiries. Yet inquiries furnish one clue when seeking the most effective publications of a certain class or when testing the comparative responsiveness of different fields.

Of the newspaper advertisers who responded to the questionnaire, three said definitely that their inquiries indicated better results when their copy was placed in the general news or "run-of-paper" section. Only one preferred the resort section.

We have always felt that "run-ofpaper" position was more effective for informative or educational copy, but in certain publications we use the travel sections because of particularly attractive rates. More people are interested in the news section than in the travel section.

There is no unanimity of opinion [CONTINUED ON PAGE 42]



### Speeding Up Delivery of The Des Moines Sunday Register

Every town shown by a star on the Iowa map gets The Des Moines Sunday Register by special motor truck. Many of these towns are without Sunday train service. In some towns trains arrive too late in the day for early delivery. In others a later edition can be delivered by truck than by train.

Iowa must be served with Sunday Registers. So The Des Moines Sunday Register has arranged its own exclusive motor hauls, either direct from Des Moines or from junction points where the trucks meet the trains. The Des Moines Sunday Register publishes no "pup" or "bull dog" editions for sale on Saturday outside Des Moines. Every copy of the entire 150,000 circulation is printed Saturday evening or Sunday morning.

Two hundred eighty-six Iowa towns are now served by special Sunday Register truck delivery.

In 801 Iowa cities and towns The Des Moines Sunday Register reaches from one-fifth to nine-tenths of the families. In these points, therefore, as well as in Des Moines, merchants sell products advertised in The Des Moines Sunday Register.

# Good Bye Broadway Salesmanager

By V. V. Lawless

OLLEGE graduate, brilliant young attorney, highly successful protege of a sound and shrewd New York banker, he had been placed in charge of the sales of a sizable company when its affairs required the watchful supervision of a new board of directors. Although this young man, still in his thirties, had had no practical experience in selling goods or in the selection and training of salesmen, he was selected to take charge of this end of the business for the following reasons:

"Salesmanagement these days is mainly careful watching to see that the company gets every possible dollar for its goods and to see that no money is spent needlessly in having salesmen go where there is no real opportunity for business. The principal element in salesmanagement in a company like this is making for greater efficiency and greater economy. Our products are well known They are advertised. Distribution was secured long ago. What is needed from here on is sound business judgment backed up by an analytical mind."

And so this man was out into this work.

The regretable part of the story is that in failing to accomplish his mission he found himself severely blamed and severely criticised. The fault really lay with the men who put him into the position, unless one may blame the young attorney for failing to recognize the magnitude of the job he undertook and underestimating the scope of the work.

Today it is evident to this man that going into salesmanagement without appreciating its difficulties is as foolhardy as though a good, all around salesmanager undertook to defend a highly technical contract against a highly efficient and experienced contract attorney.

And still almost daily we find men who should know better than to take this stand: "A man need not be a good salesman to be a good salesmanager. For that matter, managing salesmen is not selling goods. It

is an entirely different undertaking. You might as well say that a man could not be a good theatrical producer unless he had been a fine actor."

To get back, though, to the attornev salesmanager we were discussing in our opening paragraphs, it might be illuminating to quote from the conversation of a group of salesmanagers who were discussing this individual: "One trouble with him," one of these men explained, "was that he was not market mind-

"What do you mean — market minded?" another man interrupted.

"Just this: There was a salesmanager who was undoubtedly a very good analyst of expense reports and salesmen's condition letters. He could no doubt pick a salesman's hard luck story to pieces and prove to the man that he had been lying to the house. And he could send the salesman on his way humiliated and angry. He could be reasonably sure, too, that that salesman would hardly be inclined to try that sort of thing again. He could sit back in righteous indignation and comment in scathing terms on the inefficiency of salesmen. And he could back up his statements with convincing facts and figures."

"B UT—he could not take that discouraged, down-hearted chap. just off the road after a nerve-wracking, trying and unsuccessful trip; sit down with him; and quietly and carefully show him how it should be done. And then he could not cheerfully and gladly say to that man, 'Now, Bill, on Monday you and I will hit the trade together for a while.' He could not send that salesman home on Saturday night. seeing things in a new light, realizing that after all it could be done. and just waiting for Monday morning to come so that he and his boss could go out and really do something. This salesmanager could not do that because he was not market minded.

"This particular salesmanager

could not sit back in his chair and visualize the average merchant. He could not sympathize with him in his problems and his difficulties. The ups and downs of retailing meant nothing to him. He could not feel concerned over something he did not know existed. To him, the mass of buyers were ungrateful souls who aggravated the house by not being willing to order promptly and liberally. Or, if not that, then those merchants were being solicited by salesmen who were different and indolent. And all that because he was not 'market minded.' '

THE man who heads a successful sales organization today not only should but must have a keen and sympathetic understanding of his prospective buyer and that prospective buyer's needs. Not only that, but he must see clearly how the merchandise which he has to offer fills a real need for that buver. In short, he must be thoroughly imbued with the idea that the buyer is much better off with the product than with the number of dollars it cost to buy the product.

There is one more which the modern salesmanager must possess, and that is the realization of the service he is rendering. The salesmanager who is not absolutely convinced that he is rendering a service with his merchandise, a service worth all and more than it costs, is not headed for genuine success because he is condemned to mediocrity before he starts.

And no salesmanager can be in perfect accord and sympathy with his trade and with his men unless he knows the feel and the language of his trade, and understands his men and their problems. He must go further than that. He must not merely know and understand his trade and sense the needs of his trade. He must make his trade appreciate fully the value of the service his house is rendering and he must put that service into language and terms which the buyer can fully understand; and he cannot do that un-

[CONTINUED ON PAGE 52]

FOR your sales-promotion in any field, find the medium that deserves the title directive MAIL—then go after 'em! Directive MAIL sidesteps the wastebasket and gets its man—directive MAIL wins thorough, thoughtful consideration—directive MAIL is not merely your Idea of What They Ought to Want but their Idea of What They Need. In the department and dry goods store market, the Economist Group is the first and foremost; the straight, fast way; the merchant's operating manual. Every issue

of every edition has all the distinguishing marks of *directive* MAIL. Other ways and means can help, materially—but use business papers as *backbone*.

Merchant-Economist—reaches the buyers and executives of more than 30,000 stores in 10,000 cities and towns—stores doing over 75° of the U. S. business done in dry goods and department store merchandise. Help on request: 239 West 39th Street, New

The ECONOMIST GROUP

— Dry Goods Economist,

York—and other principal cities.

Tell and sell the merchant—and he'll tell and sell the millions





For any product of interest to the department store market, the Economist Group is THE connecting link—your direct, swift, sure approach to the men who matter. When you need help—come to headquarters to get it!



# They're in Wall Street Now

#### Advertising Men Who Broke Into Finance

#### By Christopher James

Wall Street—used to be about as vociferous as a clam. Like Count von Moltke, it knew how to be silent in eleven different languages. When it talked—as it had to, occasionally—it prefaced its remarks with, "You understand, of course, that my name must not be mentioned."

But Wall Street has changed. The "Shush-Shush" policy which was the rule as recently as 1915 has been scrapped. Today the "Street" is as keen for publicity—of the right sort—as the advance man for Ringling Brothers' circus.

Practically every New York bank and trust company has its advertising department. So have the big bond houses. The rule which prohibits members of the New York Stock Exchange from advertising still holds. But the more aggressive stock exchange houses have a department which is called "public relations." It is their mouth-piece. And through it issues a vast amount of printed matter which is not "advertising," in the strict meaning of the word, but which enlightens the investing public. Advertising could do no more.

The man who has charge of the department of public relations usually has charge of "research and statistics," as well. The facts he uncovers while researching he uses as "public relations" man. His work is really very similar to that done by advertising agency men except that advertising agencies are more highly departmentalized and the staffs are larger. Nevertheless, the fact remains that Wall Street has accepted the advertising idea, and opened its doors to the advertising man. With the result that more than a few men whose offices, a few years ago, were on Fourth Avenue are now within two or three hundred yards of Bowling Green.

Harvey D. Gibson, president of the New York Trust Company, is the outstanding example of an advertising man who has made a name for himself in Wall Street. Fifteen years or so ago, he was advertising manager—for—Raymond-Whitcomb, the tourist agents. He left them to

go with the old Liberty National Bank, of which, in a surprisingly few years, he became president. When it was absorbed by, or combined with, the New York Trust Company, he was made president of the combination.

Francis H. Sisson is another former advertising man who has made a name for himself in Wall Street. He is vice-president of the Guaranty Trust Company, Graduate of Knox College, at Galesburg, Illinois, Sisson, after serving his apprenticeship as reporter and business manager, became publisher of the Galesburg Mail. Sisson's next venture was as part-owner of the Peoria Herald-Transcript. Then, seeking new worlds to conquer, he went East. For a time he was on the editorial staff of McClures. Then, in the order named, he was secretary (and advertising manager) of the American Real Estate Company, vice-president and general manager of the H. E. Lesan Advertising Agency, and assistant chairman of the Association of Railway Executives where he was brought in contact with Wall Street.

THE path that led Lee Olwell. executive vice-president of the National City Bank, to Wall Street is a winding one. His first connection with advertising was as a commercial artist for an advertising agency. Then he served the National Cash Register Company as advertising manager. When Hugh Chalmers. vice-president of the N. C. R., left that company and established the Motor Car Company, Chalmers Olwell went with him. Eventually, he became vice-president and general manager. One day he met Charles E. Mitchell of the National City Company. Mitchell was looking for just such a lieutenant as Olwell and Olwell was looking for just such a chief as Mitchell. They got together—of course.

George Buckley formerly with 1. Walter Thompson and more recently president of the Crowell Publishing Company, and, still more recently, publisher of the *Chicago Herald-Examiner*—is first assistant to Mr. Mitchell.

Ernest F. Clymer has recently gone with McClave & Company, members of the New York Stock Exchange. He has had other Wall Street connections—Bonbright & Company, Hornblower & Weeks and Moore & Schley. Research, statistics and public relations, these are the things Clymer specializes in. He is best known in the advertising world for his connection with McClure's Magazine.

Roger Hoyt, son of the late Frank Hoyt, publisher of the *Outlook* had considerable experience in publishing as well as advertising before he went with Case, Pomeroy & Company, investment securities, whose advertising manager he is.

CARROLL RAGAN was Francis H. Sisson's assistant when with the American Real Estate Company. He is now with the United States Mortgage & Trust Company as advertising manager.

H. R. Reed—"Hal," everybody calls him, though his first name is Horatio—is with the Bankers Trust Company, in charge of the "new business" department. Before coming to New York, he represented, successively, the Review of Reviews, Collier's and the Christian Herald in Chicago.

Charles M. Steele is a partner in the stockbroking firm of Auerbach. Pollak & Richardson. He originally intended to go in for medicine, but, somehow or other, found himself in the advertising department of the National Cash Register Company. Later, he served more than one advertising agency as copy-writer. His first experience in Wall Street was in the employ of Dominick & Dominick.

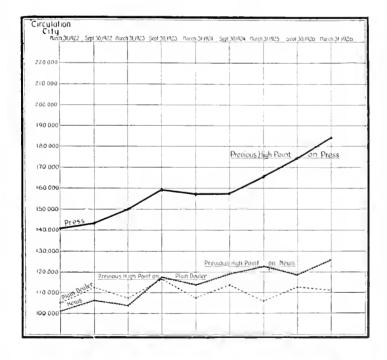
Without exception, these men are better off, financially, than when they bought, sold or wrote advertising. Nevertheless, also without exception, they will tell you that the years they spent bearding the reluctant advertiser in his den or striving to get the boss's "O.K." on a piece of copy were the happiest in their lives. In this, they are like the old-time circus clown, who "just couldn't bear" the smell of saw-dust—it made him homesick.

### Sales Managers, Space Buyers, Advertising Managers - - File This!

BELOW is an accurate graph of the City Circulation positions of Cleveland's 3 large newspapers for the past 4 years. It tells what Cleveland people think of The Press. To the right are the detailed circulation figures for the same newspapers.

In 12 months The Press has gained more than twice as much City Circulation as the two others COMBINED, and gained more than 7000 more *Total* circulation than both combined.

The BOLD FACE FIGURES indicate the highest CIRCULATION



POINT ever reached by each of the three.

The News has 843 less circulation than it had on September 30, 1923. The Plain Dealer has 6592 less than it had on September 30, 1923, and The Press has 22,527 MORE than it had when its contemporaries were at their highest point.

It is true that The Press has the largest Cleveland circulation, largest True Cleveland Market Circulation, largest total circulation in all Ohio, and has grown faster than any other Cleveland newspaper.

It is true that The Press is the First Advertising Buy in Cleveland!

Press	City	C. & Sub.	Total
March 31, 1922	140,801	152,507	179,161
Sept. 30, 1922	113,041	155,909	182,548
March 31, 1923	150,054	162,912	189,199
Sept. 30, 1923	159,714	173,477	200,110
March 31, 1924	157,509	171,059	194,793
Sept. 30, 1924	157,224	172,122	193,556
March 31, 1925	165,824	181,160	201,364
Sept. 30, 1925	174,170	191,275	211,210
March 31, 1926	184,047	201,966	222,637

Plain Dealer	City	C. & Sub.	Total
March 31, 1922	105,283	132,656	180,460
Sept. 30, 1922	112,137	142,704	192,712
March 31, 1923	107,168	136,842	188,495
Sept. 30, 1923	116,477	150,039	206,831
March 31, 1924	107,454	138,654	191,319
Sept. 30, 1924	113,288	148,469	204,773
March 31, 1925	106,093	137,648	190,325
Sept. 30, 1925	112,839	145,833	199,628
March 31, 1926	111,282	145,496	200,239
,		'	

News	City	C. & Sub.	Total
March 31, 1922	100,583	116,743	146,467
Sept. 30, 1922 March 31, 1923	106,601 $103,324$	124,142 $120,169$	155,297 $150,477$
Sept. 30, 1923 March 31, 1924	117,653 113,932	136,067 130,975	168,623 158,752
Sept. 30, 1924	119,494	137.530	164,488
March 31, 1925 Sept. 30, 1925	$\frac{122,616}{118,287}$		163,842 157,739
March 31, 1926	126,046	144,802	167,780

## The Cleveland Press

NATIONAL REPRESENTATIVES: 250 Park Avenue, New York City DETROIT : SAN FRANCISCO



ALLIED NEWSPAPERS, INC. 410 N. Michigan Blvd., Chicago SEATTLE: LOS ANGELES

LARGEST IN OHIO

### Inquiries and Their Significance

[CONTINUED FROM PAGE 36]

among Pacific Coast community advertisers as to the most effective size of space. However, those who had followed their inquiry costs over a period of years agreed that in general small space produced inquiries at lower costs than large space but that there were other considerations which prompted them to use some large space in practically every schedule. I think it is generally conceded in all types of advertising that many advertisers constantly face situations in which the effect created by advertisements of impressive size is of more importance than greater circulation, more frequent reiteration, and more inquiries per dollar, all of which might be obtained by the use of small space. Usually a combination of large and small space is used.

ONTRARY to expectations, our experiences this year with the newspaper advertising of the All-Year ('lub showed that our larger copy (three columns by 15 inches with coupons) produced inquiries at half the cost of our small copy (4 inches, single column, without coupons).

It is interesting to note that of the five tourist advertisers who gave information on the three or four periodicals that were most productive of inquiries, one magazine was mentioned by all five, one was mentioned by four, and one by three. This is evidence of consistent pulling power.

One tourist advertiser concentrates in class magazines because of the cost of the trip it is selling. Two use periodicals with general or mass circulation and four use both class and mass circulation.

All the community advertisers reported that they segregated their inquiries to eliminate any that did not seem to warrant follow-up by mail.

A majority of Pacific Coast tourist advertisers who do local advertising in castern or central states find that they get the most inquiries per dollar from advertising in the Middle West. Asked if the first advertisements of a series pulled better than the later ones, four advertisers answered "yes," two said "sometimes;" one reported "no" and two could not answer.

The tendency of inquiries to fall off as the campaign progresses is, of course, also influenced by the season. It must be expected, for example, that in advertising to induce summer visitors to come from the East to the Pacific Coast the number of inquiries will be less in June than in April or early May because trips of such distance are not commonly planned so late as June. We have found it possible to decrease the inquiry costs of the All-Year Club by starting and

ending our seasonal campaigns earlier and by increasing the intervals between insertion dates in each publication.

The summer months are avoided by all the Pacific Coast community advertisers. Those seeking winter visitors find that advertising released between October 1st and January 31st is most productive. The advertising for summer travel is run from February to May inclusive and, in two eases, into June. Copy seeking permanent residents pulls best in winter. To a high degree inquiries from California advertising follow the weather. Given a blizzard in the East during the days in which California's winter advertising appears, a big increase in inquiries is certain. December is the worst winter month. January and February are the best. Industrial advertising is most productive in the autumn and spring. Regardless of what season you are trying to exploit, the lesson of the inquiries apparently is "start early."

A couple of years ago when our quantity of inquiries decreased over previous years we reasoned that the decline was chiefly due to the boom in Florida and the fact that the eastern and mid-western public was "Floridaminded" and less interested in California. We received returns this year at one-third the cost of those received last year. I believe it is safe to conclude that our original diagnosis was correct and that one of the factors which multiplied our inquiries three fold was the termination of the Florida speculative boom and the increased interest in the Pacific Coast.

NE year we selected from the All-Year Club newspaper copy out "best puller" and our "poorest puller," put them side by side and subjected the headlines, general appeal, text and illustrations to a comparative analysis in an effort to discover the basic reasons for the variation in pulling power. We noted two rather outstanding differenees that could have accounted for the variance in returns, and thought we might have made an important discovery. However, when we pursued the inquiry further by examining position, date of release, climatic conditions and other factors, we found that the most successful advertisement ran in April and the least successful inquiry puller appeared in June. A further study of the returns from all the newspaper copy showed that the advertisements which were released in April and May pulled more returns than those which appeared in June. It was quite apparent that the difference in inquiry returns was due more to the time of release than to any minor differences in the copy story,

These incidents illustrate the difficulty in drawing sound conclusions from inquiries and the danger in superficial examinations.

But the most definite and convincing evidence of what can and cannot be proved by inquiries is to be found in the returns of community advertisers who are able to trace, not only the source of their inquiries, but also the source of their "arrivals."

A tabulated comparison of cost per inquiry and cost per arrival for three years of community advertising shows that, with one or two exceptions, no correlation exists between the value of a periodical as indicated by inquiries and its value as proved by arrivals, or actual sales.

OR example, in the 1922-23 campaign one publication stood first in inquiries but eighth on arrivals. The publication that ranked first on arrivals ranked twenty-first on inquiries. In both the succeeding years it made the poorest showing on inquiries of any publication, yet on actual arrivals it stood second in 1923-24 and was first again in 1924-25.

Another publication is an exception. Its inquiry costs follow its arrival costs very closely, and it pulled consistently year after year. During the three campaigns it stood first twice and third once in inquiries, and first once and second twice on arrivals.

Taking inquiry costs alone, or arrival costs alone, it will be seen that each publication maintained its relative position quite consistently. It is clear, however, that had this advertiser selected his publications solely on the basis of inquiry costs he would have been deprived of some of his most effective media and would have put a great deal of money into less effective periodicals. There is no reason apparent for believing that inquiries are more trustworthy in testing copy than in testing media. There are more ways other than cheeking inquiries through which the advertiser can gage the success of his investments. The most efficient advertising is planned and prepared by men who benefit by the lessons of hundreds and perhaps thousands of campaigns, some of which have yielded traceable returns and have established basic laws.

Inquiry figures are worth study but they should not be valued in the same way as are figures on "cost per arrival" or "cost per sale." Rarely can they be safely made the basis of conclusions without other supporting facts.

In fact, inquiry figures are a real danger in the hands of an advertiser who, upon superficial examination, accepts their indications as final.

#### A Chain of Influences Which Promote the Sale of Romance Chocolates



Mr. and Mrs. Young, typical of the 550,000 frequent and ardent moving picture enthusiasts who read Photoplay—



catch from the screen tempting suggestions of every kind: things to wear, things for the home, things to eat (confections like these, for instance).



Mrs. Young glancing through Photoplay lights again upon the scene from the picture where she saw herself in fancy—



And the maker of Romance Chocolates, advertising in Photoplay, captures her fancy for his merchandise,

CONCONE TO CONCONO TO THE CONCONO THE CONC



How inevitable that reminder advertising at the point of sale should clinch the prior chain of selling influences into



that most desirable of all ends
—a new customer.

### Moving Pictures DO Move

THEY move moving picture enthusiasts to new interests.

Clearly it is the most enthusiastic attenders who are moved to the most new interests:—and elearly the most interested attenders are the 550,000 readers of Photoplay.

The screen is no doubt selling your product, too.

Don't you see how you can follow

through in Photoplay and put this chain of selling influences to work in your behalf?—the moving picture, the pages of Photoplay, your advertising in Photoplay, dealer aids based on your advertising in Photoplay.

Here are four selling influences growing out of a single advertisement.

May we show you how other advertisers have eapitalized this chain of influences to their profit!

### **PHOTOPLAY**

Predominant with the 18 to 30 Age Group

JAMES R. QUIRK, Publisher C. W. FULLER, Advertising Manager

221 West 57th St., New York

750 N. Michigan Ave., Chicago

127 Federal St., Boston

# The 8pt. Page Odds Bodkins

THE morning paper one day last week carried two news items that seem to me to have very real significance. One was the front-page story of the protest parade of 20,000 French war veterans in Paris, who marched to the statue of George Washington and placed thereon a marble placque bearing this engraved inscription:

The war veterans of France to the people of the United States.

Over the head of diplomacy, far from political and financial combines, the war veterans of France appeal straight to the people of the United States.

people of the United States.

After the deceptions of peace the proposed debt settlement would consecrate the ruin of France and the loss of her independence. America will understand that the war veterans of France, who are honest, sincere and loyal, are asking in a friendly manner that the study of the question should be taken up once more.

The other item was an insignificant stickful on an inside page stating that in the little town of Grand View, Rockland County, New York, contributions were being solicited for a fund to run advertisements in the Rockland County newspapers stating that the residents of Grand View will no longer trade with the merchants of the neighboring city of Nyack until the fire department of that city agrees to respond to calls from Grand View.

When the people of a great country or of a humble village take things into their own hands and turn to advertising to their fellows, whether they "run" their "copy" on a marble plague or in a list of county weeklies, it is likely to lead to something.

Let the more intelligent minds among the so-called masses once learn how to use advertising, and the ranting of the reformer will give way to spontaneous expressions of human needs and aspirations that will move men to action in a way that will dumbfound the reactionary politician and amaze the academic sociologist.

"The people" will not remain inarticulate forever!

----8-pt---

The English packet must be in, for the post brings me a fat envelope from England. Opening it I find that my friend, C. R. Wood, of Martin's, Ltd., London, has thoughtfully sent me copies of several of the emergency papers issued during the recent general strike across the water. Interesting in themselves, they are documents which I shall put away, some day to hand down to Odds, Jr., who promises already to be of the temperament which prizes such things.

Isn't it fine to have friends who think of one in such ways?

---8-pt---

The Advertising Club of New York is certainly in the spotlight these days, entertaining all the notables from overseas who visit our shores long enough to get up to Thirty-fifth Street!

Certainly few if any clubs in the city can offer any finer setting for a reception. The old Robb mansion is formal enough in decoration and furnishings to provide the right atmosphere for the reception of distinguished visitors, and at the same time intimate enough to be friendly.

-8-pt-

Just when it seemed as though there couldn't be anything very new in newspaper advertising, along comes the Welte Mignon double column advertise-



#### You can hear all three between luncheon and tea

HERF are three hours between the last flake of pasts, at two and the first sip of Pekoe at twe. In that short span, without fuss or rush, you can hear the three important reproducing pianos—the only three that the hong over muss, to your home. HERF are three hours between can bring great music to your home

And of these, the Welte-Mignon is the only one which embodies the per fected action in the piano perfected to play it. This is very important Instead of two things joined together to make music, the Welte Mignon is one instrument built for the single purpose of reproducing every shading of an artist's interpretation

Hear all three. The investment is not to be lightly made. But give the other two their hour first and then come to our studios. For then you can listen ranguilly while the Welte Mignon transcends in beauty all you have heard before

The Perfected WELTE MIGNON IN THE WELLE BUILT WELTE PLANO shown exclusively in our studios 665 FITH AVENUE at 53th



ments, one of which I take rare pleasure in reproducing in reduced form.

Charm, freshness, daintiness, musical



atmosphere and copy with "sell," all in modest space. A distinct achievement.

I wonder not that these advertisements won Class AA rating in the advertising exhibition conducted recently by the Music Trades Association.

-8-pt-

i see the National Association of Purchasing Agents, and a number of other associations have finally agreed on a standard invoice form which saves a lot of time and correspondence and paper and misunderstandings.

I well recall the time, some years since, when one of these standard invoice forms would have saved me much embarrassment. Thomas Dreier and I had collaborated in the writing of a full-page newspaper advertisement for a Boston automobile company, for which we were to receive the princely snm of \$100, to be divided \$50-\$50.

Tom was to submit the bill. He did submit the bill, but characteristically enough, he submitted it in the form of a note addressed to the motor company, stating that it was indebted to him in the sum of \$100 if the advertisement was satisfactory; otherwise it was privileged to file his bill in the wastebasket.

The gesture was good, but the billing form was not sufficiently standard! The advertisement was highly satisfactory and the "bill" was approved by the Boston manager and forwarded to the Detroit office for payment. But in Detroit it suffered the misfortune of being mistaken for correspondence. It was filed as such, and reposed in the letter files for months and months before the mistake was discovered and our-or at least my-embarrassment was relieved!

So I'm strong for a standard form of invoice.

-8-pt-

Every once in a while, when this page just naturally won't dummy up right, I am reminded of the composing room foreman Mitchell of the Sun tells about in his "Memoirs of an Editor." This foreman, being of limited inventiveness, used to make his short columns justify by adding the words: "This line fills up the column."

# Selling 3,500,000 Pounds of Package Coffee in Milwaukee---



REATER Milwaukee families, during 1925, consumed more than 3,500,000

pounds of package coffee, according to the latest Consumer Analysis of this market.

Of the 79,138 families using package coffee last year, 51% bought one of the five leading brands advertised in

newspapers. Three of the five most popular brands advertised exclusively in The Milwaukee Journal. The other two concentrated far more of their advertising investment in The Journal than in the other two Milwaukee

papers combined!

The remaining 49% of the total package coffee users divided their preference among 97 different brands—mostly unadvertised.

In the rich and stable Milwaukee-Wisconsin market

any advertiser of a good product needs only *one* paper to build a maximum volume of business at the *lowest* possible cost per sale—

#### Total Paid Food Product and Beverage Advertising

The Three Milwaukee Papers (First Six Months of 1926)

JOURNAL . . . . 557,011 Second Paper . . . 212,397 Third Paper . . . . 100,207

The Journal printed more than  $2\frac{1}{2}$  times as much food and beverage advertising as the second paper, and more than 5 times as much as the third paper!

THE MILWAUKEE JOURNAL FIRST BY MERIT

## Common Sense In Selling

[CONTINUED FROM PAGE 20]

For a long time manufacturers stuck to the stub-pencil-and-back-of-an-envelope method of figuring the cost of making a product. So long as they did this, important wastes went undiscovered. The process consisted essentially of dividing the total expenditures by the total production.

It was impossible with this plan to determine the exact cost of any product. When accurate figures were determined, revolutionary changes in policy often resulted. I have seen a "leader," which was presumably highly profitable, dropped when figures showed that it was a "dud," and that some neglected orphan in the line was not only wiping out the losses that the darling caused, but was making sufficient additional profit to keep the whole business from sinking forever into the sea of bankruptcy.

The back-of-an-envelope method of securing information is still in vogue in the selling side of business. All that it gives is a flat percentage cost of selling for the business as a whole, which involves no calculation more difficult than dividing the total cost of selling by the total volume of business.

The percentage cost of selling for the business as a whole gives no information that can be of any value as a guide. But if the cost of a salesman's call is determined, that figure can be applied in innumerable ways which will give an insight into the correctness of policies and methods.

As a matter of fact, it costs as much for a salesman to call on a small retailer, who may buy a hundred dollar order, as on a big buyer, who thinks nothing of signing a single order for \$10,000 worth of goods. The percentage cost of selling will never show this; on the contrary it covers it up. But apply the cost for a call to some of your customers and you will learn at once what it actually costs you to sell them.

Few people realize what it does cost to make a call. When both the salesmen's direct and indirect expenses are considered, it is not unheard of for a single call by a salesman of ordinary rank to cost as much as \$80. You can't afford to solicit hundred dollar orders at that cost. In some congested territories I have seen a cost which was as little as a dollar, but from five to twenty dollars is more usual.

It may very well be different for every territory, for to a great extent it depends upon the number of calls which it is possible to make in a day. In a city or in a district where the towns are close together it may be possible for a salesman to make fifteen calls a day while in the sparsely settled sections an equally conscientious man may

be able to get in only one or two. Yet it is often true that the man with the low cost for a call can sell more goods than the man whose cost is high. There are more prospective users of the product in his populous territory.

This sometimes results in injustice to the salesman and in losses to his employer. The man with the high cost may be the better salesman, yet when his selling expense is, as usual, reduced to a percentage of his sales and this percentage compared with the figure which has been taken as the norm for the business as a whole, he may appear to be a "dub." An occasional salesmanager with a sense of justice will use common sense and realize that the comparison is unfair, but lacking definite knowledge, he may not realize that the man with a high cost of selling is actually a "star."

Many an exceptionally good salesman has been fired on the strength of the percentage figure, when truthful figures would have indicated that the common sense procedure would have been to shift him to a territory where he could have made more calls.

TEVERAL concerns which have SEVERAL concerns which have adopted the cost per call method of analyzing selling expense have discovered the fallacy of one time-honored tradition: that it costs too much to sell in highly competitive territories. Lots of concerns have given cities like New York, Philadelphia and Boston a tentative whirl only to withdraw when they found that competition was severe. Because several calls were required to make the first sale to a prospect, it was assumed that the selling cost was too high, forgetting that the cost per call was slight and that a great many calls could be made for what one would cost in a less competitive but also less productive territory. The far fields looked the greener because it was casier to sell on the first visit. That it cost more to sell in the distant fields was either not known or ignoredprobably the former.

Here is another perfectly obvious fact which only a few concerns have turned to their advantage. Instead the majority allow it to work against them.

It is well known that there are two distinct types of salesmen—the brilliant, dashing, persuasive man who is exceptionally effective in opening up new accounts, and the plodding, easy going, pleasant fellow who has not the force to sell to a new prospect but can hold an old one indefinitely. The first likes to go up against new problems often, but he soon gets tired of an old territory and wants new fields to conquer. He has many of the characteristics of the "wildcat" stock salesman.

He can often sell on the first call by sweeping the prospect off his feet. He is a good horse for a short race.

The other type likes to be among his old friends. He wants to stay in one territory which he can cover every few weeks. He remembers that retailer Brown has a wife in the hospital, and a son who is cheer leader at the high school, and mentions both facts when he calls on Brown. He knows something of retail merchandizing, having perhaps been a retailer himself. He knows the dealer's problems; he can offer good suggestions on trimming the window and arranging stock; and he can often show the retailer how to sell more goods or keep his books.

ERE are two well defined types of men each of whom is admirably fitted to handle one of the two distinct problems of selling—getting the new account, and keeping the old account. Yet most concerns, instead of capitalizing and cashing in on the strengths of each, put both at work doing both kinds of selling, thereby handicapping both, and to some extent stimulating the high rate of labor turnover in the selling force. It a man is not doing the class of work he likes, and is best fitted to do, he is going to look for a new job sooner or later. In the meantime the company is the loser.

The makers of Campbell's soup started long ago to use only selected men for the promotional type for opening new accounts. Now that this concern has its goods on the shelves of about 90 per cent of the retailers, it has turned over the maintaining of these accounts to a staff of service men and has, I understood, eliminated the promotional type entirely.

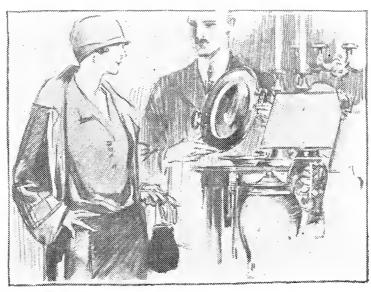
The Scott Paper Company has also, more recently, adopted the same plan of segregating the selling work. They made a test of the plan in Phlladelphia, where it worked so well that they are now using it in four of the largest Eastern cities.

Philadelphia was Scott's best territory. It was considered to be about saturated. Seven men worked in the Philadelphia district, all of whom did both kinds of selling. For quite a while these men had been securing a trifle less than three new customers a day.

For the purpose of the test this force was changed to consist of six carefully selected salesmen of the promotional type to go after new business with only one of the service type. The promotional men were given cards bearing the names of all the known unsold prospects in Philadelphia and they were instructed to dig up as many more as possible and to turn in eards for them.

Each promotional man was given a

N.B. This advertisement is one of a series appearing as a full page in The Enquirer. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of that suburb; in each advertisement, too, The Enquirer's coverage of the district is shown.



# "I'll take it," says Mrs. Price Hill

. . . and a value-for-value sale is completed. For Mrs. Price Hill is a shrewd and skillful buyer. That's one of the reasons she always has money to spend. But only one of the reasons . . .

Shortly after their marriage, Mrs. Price Hill and her husband had a little talk. They listed the things they wanted—a house, a car, membership in a club—and they budgeted their lives to secure these things. The house, of course, came first. A few years later a handsome sedan took its place in the garage behind the house. Then Bill, Jr., was born, and more plans were made. As a result, Bill will go to college when he grows up. In the meantime, the club membership has become a reality, and . . .

Oh, the Price Hills are prospering and

they'll continue to prosper. Because they plan their lives—and they live their plan.

Considering these facts, it isn't surprising that every merchant in town seeks the favor of Mrs. Price Hill. But what medium should he use to reach her? Perhaps Mrs. Price Hill's own preference will tell him. For to the 4,376 residence buildings in this hill-top community, 2,789 Enquirers are delivered.

An impressive circulation, and one, Mr. Advertiser, that is doubly important to you. For this circulation is homedelivered at that precious hour when Mrs. Price Hill is deciding what and where she will buy. You can influence her decision—in your favor—by advertising in The Enquirer.

I. A. KLEIN

New York

Chicago

### THE CINCINNATI

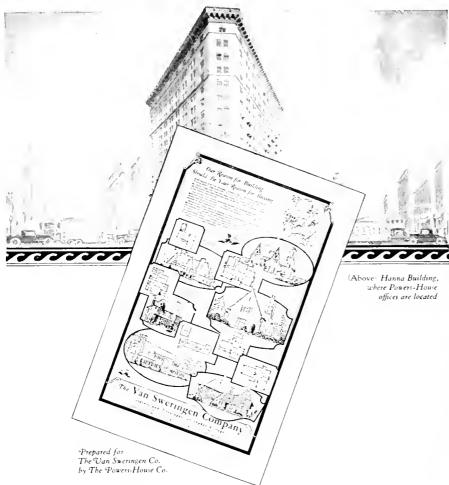
"Goes to the home,



R. J BIDWELL CO.
San Francisco Los Angeles

### ENQUIRER

stays in the home"



HIRLWIND solicitations can "land" accounts. Waiting for the results so rosily painted can hold them for months—even for a couple of years. But only consistently-maintained service can keep the connection unbroken beyond the three-year mark.

P-H

out of the 21 Powers-House clients are beyond that 3-year mark. 12 have passed the 5th mile-stone. 6 have been with us more than 10 years.

These fourteen advertisers have been with Powers-House a total of 108 years—an average close to 8 years each.

# Powers-House Advertising Co.

HANNA BUILDING - CLEVELAND, OHIO

in the names of 67 new prospects whose existence had never been suspected. The next man who covered that section turned in an additional 31 and the

work, was sent over his route.

tion turned in an additional 31 and the third still more. They had dug them up in all sorts of out of the way corners, even down alleys, whose appearance was far from encouraging but which nevertheless contained possible

definite section of the city. When he had made the rounds and called on every unsold prospect, he was shifted to another section and another man, better adapted to the next phase of the

One man on his first canvass turned

 ${\bf prospects.}$ 

WHEN the promotional men were turned loose an average of 4½ new accounts were opened daily—an increase of an appreciable amount—more than 50 per cent.

The survey made by the promotional men as part of their work showed that Philadelphia, instead of being a saturated market, as was thought, was in fact only 50 to 60 per cent saturated from a dealer standpoint. When 90 per cent of the retailers were sold, the promotional men were all taken out of Philadelphia and sent to another city. The service work of keeping the new accounts in line is now handled by three service salesmen. Under the old plan seven men were kept in Philadelphia all of the time. The selling expense has thus been cut more than half. That is what comes of applying the principle of division of labor to selling. When every man does what he can do best and likes best, costs are bound to be cut and sales, in consequence, to rise.

Here is another instance to show how well it pays to dig into figures. One concern which sells a staple has branches consisting of from one to seven men. In a small territory a single man handles the work. In one somewhat larger there is a manager with an assistant. Both of them are expected to get out and sell. In the larger territories the manager is expected to give his time to managing and do no selling.

I realize that there has been nothing spectacular in the instances which I have cited. Old fashioned horse-sense set into action by definite information and by a mind which had very little respect for hoary tradition or new-fangled "bunk" was all that was used. There has been far too much of the spectacular in selling. That is part of the trouble. What should be kept simple has been made unnecessarily intricate.

Selling problems are seldom as complex as "marketing experts" would have us believe. It is a simple, and not at all mysterious, process. Ignorance and useless frills underlie the high cost of selling.

The next twenty-five years will see selling put on as efficient a basis as some, if not unfortunately all, manufacturing is now.

## WHERE TWO CARS ARE NONE TOO MANY



OTOR-CAR makers have long heard talk of the saturation point, of that approaching day when every home that can possibly afford a car will have one. Against this theoretical limitation of sales are cited various opposing factors—replacements, exports, the natural growth of population, the increase of prosperity.

And a fifth, which is becoming more and more important—the plural market, the families which are recognizing that they have use for more than one car.

In hundreds of thousands of homes already the pressure of modern life is such that two cars will be none too many.

Naturally one thinks first of the class who in the half-forgotten age of the horse had a row of stalls and a well-filled carriage shed. But for some years people in that status have had their fleets of cars, big and little, open and closed. Add them all together and they make but a scanty list of prospects.

No, the tempting two-car and three-car market is far wider than that. It is among the moderately well-to-do, the 700,000 or so who will buy additional cars neither for ostentation nor sporting interest nor the mere love of possession, but because they have downright need for more personal transportation.

The man who drives to business is not comfortable in the thought that his wife must go shopping by bus or trolley. The wife, delayed at a tea, wonders uneasily how her husband will like going to the country club in a taxi. The daughter has those engagements of vast importance to youth, which cannot be suitably met on foot. The son has his rights, speaks up boldly for them, and in the up-to-date home gets a fair hearing.

Two cars are none too many. No longer an extravagance, but now the normal requirement of any highly-organized home, the second or third car is bought carefully and with an exact purpose in mind. The discrimination shown in the purchase of such cars is much keener than in that of the first car. Often economy and all-round usefulness are the tests. In other cases, the older car is to become the knock-about and the new one the pride of the family. In either event, the buyer knows cars and has a clear conception of his purpose in buying.

The two- and three-car market is among the readers of The Quality Group magazines. This is not merely because of the proved buying power of their 700,000 readers. They are the sort of people who feel and respond to the stimulus of present-day social activity. They have the sense of proportion and family justice which leads to the decision to get another car. They have the intelligence to select only after careful comparison of values—which includes the observation of advertising.

The advertising in The QUALITY GROUP is next to thinking matter.

## THE QUALITY GROUP

285 MADISON AVENUE, NEW YORK

THE ATLANTIC MONTHLY
THE GOLDEN BOOK MAGAZINE
HARPER'S MAGAZINE

REVIEW OF REVIEWS SCRIBNER'S MAGAZINE THE WORLD'S WORK

## You Are Right \*Miss Cook!

Nuaents

IS exclusively a ready-to-wear paper and does not carry advertising of millinery, hosiery, shoes, piece goods for the yard goods department, linoleum, lace curtains, or anything else not of interest to the wholesale buyer of Women's, Misses' and Children's ready-to-wear garments.

NUGENTS readers are ready - to - wear department buyers in Department Stores, Drygoods Stores and Specialty Shops all over the country as well as resident buyers in New York. And NUGENTS serves this important group well with a

#### National Circulation of 11,000 Copies Weekly

reaching 75% of the best retail stores in nearly 3,000 cities and towns, and the buyers representing these establishments purchase millions of dollars' worth of ready-to-wear garments annually.

For building prestige, goodwill and sales among retailers for clients who make and sell ready-to-wear at wholesale, you will find, as other agencies have, that NUGENTS is a mighty valuable paper to

#### NUGENTS recognizes Agents

Published by

#### THE ALLEN BUSINESS PAPERS, Inc.

1225 Broadway, New York Lackawanna 9150

to contrast the term competent with the transforms "to New York

## Henry Ford's Views on "Too Much Advertising" By S. Roland Hall

ENRY FORD is a modest as well as a capable man.

In the New York Times of May 16 (article by Mary Lee) he is quoted as saying, "I don't know anything about finances."

Some who have followed the Ford plan of financing and have looked admiringly at the annual surpluses of the Ford Motor Company are inclined to think that Mr. Ford is a bit too modest sometimes.

He isn't too modest, however, to express himself on the subject of advertising, and his expression will undoubtedly please that class of modernists who hold that advertising is largely a waste, or at least, a non-productive form of effort.

Mr. Ford is quoted by Miss Lee as

I think we'll have good times if we don't do too much advertising. A good thing will sell itself. Was it Emerson who said that if you make a rat trap better than anybody else's rat trap, everybody'd be running to get it? We must make good things in this country and not do too much talking about them. You've just got to let people know where to get them, and that's all.

We would be just a little more impressed with this sage advice on advertising if the Ford-ear advertising had been confined to information as to where to buy Fords-"Ford Cars for sale at 34 Main Street"—for example.

But the truth is that Henry Ford has been canny enough, or his co-workers have been sensible enough, to tell the world that the Ford as an original purchase is the biggest value possible for the price, and that its second-hand value is the greatest of any car on the market. The Ford advertisers have, furthermore, skillfully utilized psychology in that poster headline, "Have Your Own Car This Summer." And the Ford staff went so far as to introduce a special bank-account plan by which people were urged to save for a Ford and thus be able to get it quickly. It is said that in one year nearly 200,-000 of these accounts were opened.

Lately some Ford advertisements have unblushingly told the public that the design has been improved so that the "Tin Lizzie" is now actually pretty.

It has recently been announced that the Ford Motor Company has decided to eliminate much of its advertising, on the ground that advertising is largely "economic waste." Whatever Mr. Ford's current opinion may be about advertising, however, he certainly cannot have long believed that informative advertising is unnecessary. Big first value,

big second-hand value, early purchase for summer pleasure, beauty of design, and special bank account for "finanthe transaction make an impressive list of selling points.

The day that this article was written, the writer passed a Ford selling agency in an Eastern city and was moved to read a large poster pasted in the window. The language runs in this fashion:

Costs More to Build—Is Worth More, yet Sells for Less.

If any other manufacturer endeavored to produce a car similar to the high standards of quality in materials and workmanship used by the Ford Motor Co. and with the same tried-and-proved design, it would be impossible to offer it at anything like the present low Ford price.

It was superiority of design in 1908 that established Ford leader-ship. It is the same Ford design, improved but basically unchanged that is continuing to make the Ford car the outstanding leader among all

If this doesn't sound very much like the general run of advertising, this writer is in sore need of new spectacles. But Mr. Ford's current poster goes a great deal further than the foregoing strong claims. Under the heading of "Features that Contribute to Ford's Reliability and Durability," the poster tells about:

Three-point suspension, dual ignition system, planetary transmission, multiple disc-in-oil clutch, thermo cooling system, simple lubrication, Torque type drive-and so forth.

O one will try to argue that there can never be too can never be too much advertising for a given product. Advertising, like face-to-face selling, or like production, can be over-done to the point of waste or unreasonable cost. Successful as the Ford people have been, they have occasionally over-produced and have cut their production back to fit current conditions.

But it is a rare bit of humor for a man whose product has profited by vigcrous display campaigns of advertising, and an enormous amount of free publicity, to arise at the height of his own commercial success and urge other producers to beware of "too much advertising" and of the grave danger of "too much talking" about worthy products.

Maybe, however, Will Rogers will take notice, behave himself and stop telling thousands of people how he likes Henry Ford and the Ford machine. If he isn't careful, the country may have to build separate highway systems to take care of Mr. Ford's production.

# The ew Delineator

ITH the November issue, the price of Delineator will be 25 cents a copy, three dollars a year. This is an increase in price at a time when the tendency among women's publications seems to be in the opposite direction.

With the lowering of price, circulations will undoubtedly rise, in quantity.

Under these conditions, it may be pertinent to say a few words about the position of Delineator.

The character of a magazine determines the character of its circulation and, to a large extent, its quantity.

We know the type of women we want for subscribers. They are the mothers and daughters of substantial families with discerning taste and the means to gratify it.

We believe we know the kind of magazine these

women want. The new Delineator will provide them with fiction by the latest authors, fashions that are smart and authentic, the most advanced information for directing their households.

It is our intention to make that kind of a magazine for that kind of subscribers.

Delineator's circulation will find its own level and it will be a high level. How big it will grow we do not know.

We have set the guarantee at 1,250,000 from the November issue, at which time The Designer is combined with Delineator. It is apparent that, for some time to come, there will be several hundred thousand excess, as the present circulation of the two publications is 1,700,000.

THE BUTTERICK PUBLISHING COMPANY

S. R. LATSHAW, President



BUTTERICK BUILDING
NEW YORK
HOME OF DELINEATOR

#### Approach to Direct Mail

[CONTINUED FROM PAGE 32]

stitute "spade work"; none of them are explanatory. The prospect will know the machine and will be prepared to ask a few additional questions which we have purposely left out of our direct mail, so as to leave the salesman something to talk about with which he can start his interview.

The first thing we will do is to create a "bull's-eye sheet." This consists of the projection of our campaign reduced to numbers of mailings with the pieces included in each summed up, and the totals extended, with the whole projected into the future and reduced to percentages.

As the cost per inquiry was original-

ly calculated and included in the selling price of the machine, every dollar more that an inquiry costs must come out of the projected and expected net

Thus we can figure out a known sum per name to spend for our first mailing. Let's get right on now to our second, third, fourth and up to the tenth mailings.

OR the sake of argument say we will prepare for our first mailing an assembly consisting of a filled-in, progressive sales letter, a four-page folder and a small eight-page booklet explaining our machine, all three pieces to be enclosed with a self-addressed and stamped return post card in a No. 9 envelope. This assembly can be prepared and mailed, with the stamp, in quite elaborate form, for twenty-five cents, our stipulated limit. We would use exactly the same basis for selecting the literature to be used in our follow-up mailings, the basis of personal likes and desires or dislikes; carefully calculating our cost, so as to get within the amount set on our bull's-

What I believe to be the important feature of all direct mail campaigns is the matter of localizing the message.

By localizing, I mean converting our sales message into terms and arguments which accurately meet the demands and hit the eye of the prospect. For example, in a large institution which is on our prospect list there are four men to whom our literature must be addressed. We do not know which one of these four men will make the final decision to purchase our machine. We suspect that the four will hold a conference, and that if a decision does not come out of the meeting one of the four will render a final decision for or against the purchase of the device.

These four men, we will say, are the president, the employment manager or the personnel director, as he may be called, the treasurer and the engineer.

Now, see how important it is to present our message to each of these four men in language he understands; to

Newspapers basing their solicitations on coverage of "zones" far outside their local fields must leave the real home territory to other media the Detroit Times claims to do nothing more than help with another evening and another Sunday, to cover Greater Detroit area.

### The

## Richmond Times-Dispatch

Announces

The Appointment of

THE JOHN BUDD COMPANY

As Its

NATIONAL ADVERTISING REPRESENTATIVES

Effective August 1st, 1926

### "Impressive Facts About the Gas Industry"

With an investment of \$4,000,000,000, the gas industry stands high among the country's leading industries. To familiarize advertisers with the enormous market which this business affords, we have prepared an attractive little booklet entitled "Impressive Facts about the Gas Industry." You are invited to send for a copy.

> Robbins Publishing Co., Inc. 9 East 38th Street

GAS ENGINEERING AND PPLIANCE CATALOGUE present our arguments in reference to the machine to each in such a manner that he will accept without debate.

To the personnel director, our fourpage folder will show how it saves his time and how in saving his time it releases hours which he can use to better purpose.

To the president we show how this machine guarantees him fit and perfeet employees; how it forms an organization which can carry him on to bigger success; how it relieves him of the annoyances of inefficient employees; how it reduces his turnover of employees, which costs so much

To the engineer we concentrate upon the mechanics of the machine and explain to him how accurately the parts are made; how few repairs it needs; how perfectly it is designed, and how it is based upon unique and yet basic engineering principles.

To the treasurer we present our arguments in the form of dollars and cents, showing how the initial investment will amortize itself in actual savings over a period of three years; how, by our term payment plan, he can invest the smaller amount and allow the savings to pay the balance. We tell him how the lesser turnover of employees adds to the net profit.

In other words, we localize our message to each of these groups.

#### Good Bye Broadway Salesmanager

[CONTINUED FROM PAGE 38]

less he knows the buyer and his needs. Now these are things which the "Broadway" salesmanager does not grasp. It is not that he cannot learn them or undervalues them. The fact is that he simply does not know that they exist.

This does not mean that the Broadway salesmanager must, of necessity, have his office on Broadway and Fortysecond Street, New York City. He may just as logically be, and often is, located in Peoria, Omaha, St. Paul or Akron. He finds it difficult or apparently unnecessary to leave his desk and work side by side with his men. We must say for his credit that he does not realize the importance of contact with the trade and with his men.

"Say, man," one of this type remarked recently, "I served my time. I have been clear to the Coast and back."

It developed later that this trip to the Coast was one he took at the time of the San Francisco Exposition when his house had an exhibit there. He stopped off at Chicago and the Yellowstone on his trip. In San Francisco he met and talked to several of the firm's customers. And then he came back and what with his correspondence and his golf club the need of traveling seemed remote.

Not long ago, six salesmanagers

from big, national companies met in Chicago. They were an outstanding group. Under them, all had hundreds of salesmen together with branch offices, territorial managers and all the machinery of a big selling system.

Now, the outstanding thing about this group of men was not their part record or the size of their jobs or the volume of business done by their respective companies. The one thing which rather impressed the outsider was the thorough and complete knowledge, the first hand knowledge, which each of these men possessed of many purely local conditions.

THE conversation went into minute details, without notes, regarding many things in many parts of the country with which only the widely traveled salesman or salesmanager could possibly be familiar. It skipped about from the best way to work a retail man along the West Coast of Florida to how salesmen were "beating the game" by clubbing together and hiring a gasoline launch on Puget Sound. Jobbers in El Paso, Texas, were talked over, and the reason that Fort Worth jobbers could get into certain eastern New Mexico points better than El Paso jobbers. And so the conversation ran.

This could not possibly be the case with desk managers. And after it was all over, we asked one of those "big league" salesmanagers why men with such complete organizations found it necessary to know so thoroughly the entire national field. And here was

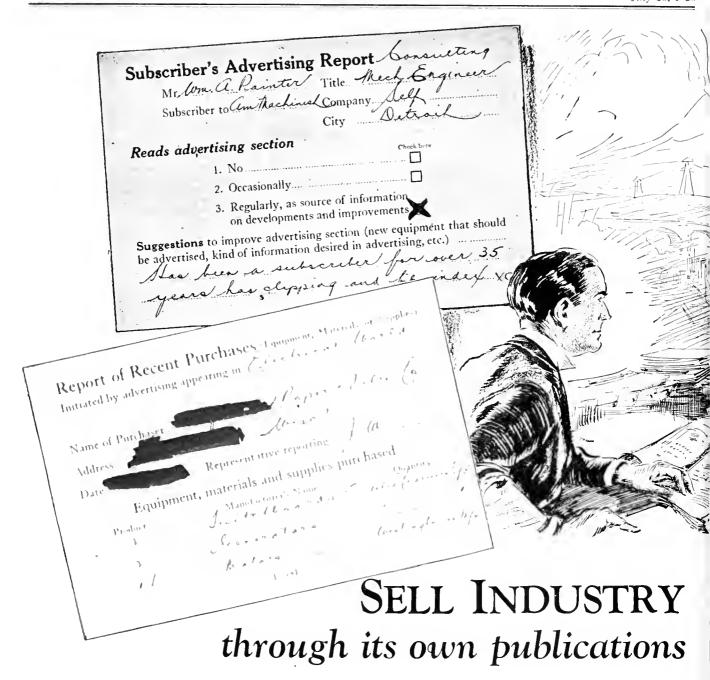
the answer:

"Got to maintain sales sympathy. The salesman's job is to sell goods. Our job is to keep the house sold on rendering service. To do that, we've got to keep our sales sympathy at a high pitch. The temptation is to sit in a comfortable chair in a comfortable office. But if one does that for even a few weeks without developing trade contact, one gets the house viewpoint and not the trade viewpoint. And woe unto the house which has a sales-manager with the "inside slant." That house immediately starts to slide downhill in the matter of service.

The factory end, the credit end, the shipping and traffic departments all have their troubles. It is easy to let them come to dominate the situation if one lives right among them. You can't expect a factory man to have an outside slant on things. He is an inside man. But he can have the outside situation kept before him by the salesmanager if the salesmanager has a first hand feel of outside conditions as they really are.

But no salesmanager can keep in real touch with the trade and the trade requirements unless he is right in the thick of things. The bigger the salesmanager of the present day, the closer he is to the actual doing of things in the field. Maybe he keeps in touch with operations in the field because he is really a big salesmanager. Then, again, maybe he is a big salesmanager because he keeps in touch with things.





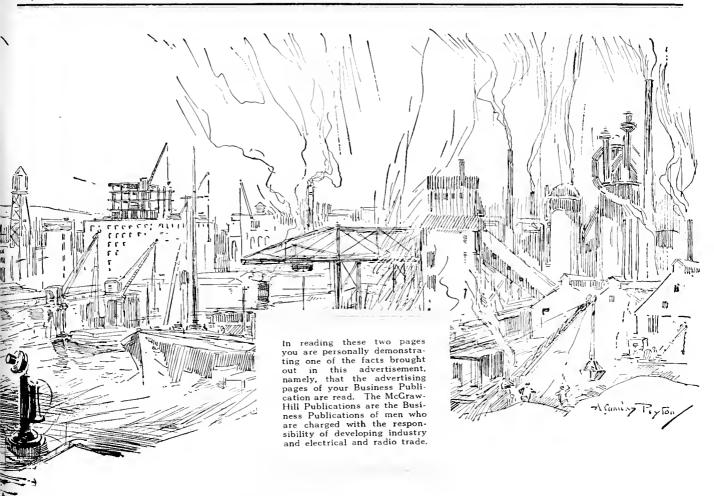
Here's proof that industry's executives depend upon McGraw-Hill Publications for information on the development of their respective industries, and that they use the advertising pages as a buying guide.

Thousands of subscribers were interviewed by McGraw-Hill field men, and cards like those illustrated were filled out for each interview. The results were amazing. Over 90 per cent were close readers of the advertising pages and their purchases from McGraw-Hill advertisers offered conclusive proof of the fertility of McGraw-Hill influence.

The McGraw-Hill Publications are vital factors in the industries they serve. Their prompt receipt is of such importance to subscribers that

changes in mail addresses are invariably given. Fifty thousand changes a year—new homes, office removals and assignments to other localities—are promptly recorded in the McGraw-Hill mailing department. The fact that out of every 7800 McGraw-Hill Publications mailed, only one fails to reach the subscriber because of incorrect address indicates how particular subscribers are to receive their publications promptly.

The proper use of these entrees to the buyers of industry is one of the McGraw-Hill Four Principles of Industrial Marketing. If you are interested in applying these principles in your selling to industry, we will be glad to arrange a consultation with you or your advertising agent. No obligations are entailed.



## The McGraw-Hill Four Principles of Industrial Marketing

MARKET DETERMINATION—An analysis of markets or related buying groups to determine the potential of each. With a dependable appraisal of each market, selling effort can be directed according to each market's importance.

BUYING HABITS—A study of the selected market groups to determine which men in each industry are the controlling buying factors and what policies regulate their buying. Definite knowledge eliminates costly waste in sales effort.

CHANNELS OF APPROACH—The authorita-

tive publications through which industries keep in touch with developments are the logical channels through which to approach the buyer. In a balanced program of sales promotion these publications should be used effectively and their use supplemented by a manufacturer's own literature and exhibits.

APPEALS THAT INFLUENCE—Determining the appeals that will present the product to the prospective buyer in terms of his own self-interest or needs.

MACDAWHILL PUBLISHING CONDANY INC. NEW YORK CHICAGO PHILADELPHIA CLEVELAND ST LOTIS SAN EDANCISCO TONDON

## Mc GRAW-HILL PUBLICATIONS

45,000 Advertising Pages used Annually by 3,000 manufacturers to help Industry buy more effectively.

CONSTRUCTION & CIVIL ENGINEERING
ENGINEERING NEWS-RECORD
SUCCESSFUL METHODS

ELECTRICAL

ELECTRICAL WORLD JOURNAL OF ELECTRICITY ELECTRICAL MERCHANDISING

INDUSTRIAL

AMERICAN MACHINIST INDUSTRIAL ENGINEER CHEMICAL & METALLURGICAL ENGINEERING POWER

MINING
ENGINEERING & MINING JOURNAL
COAL AGE

TRANSPORTATION
ELECTRIC RAILWAY JOURNAL
BUS TRANSPORTATION

OVERSEAS
INGENIERIA INTERNACIONAL
AMERICAN MACHINIST
(EUROPEAN EDITION)

RADIO RADIO RETAILING

CATALOGS & DIRECTORIES

CAT ALOGS & DIRECTORIES

ELECTRICAL TRADE CATALOG

ELECTRICAL ENGINEERING CATALOG

RADIO TRADE CATALOG

KEYSTONE CATALOG KEYSTONE CATALOG

((OAL EDITION) (METAL-QUARRY EDITION)

COAL CATALOG CENTRAL STATION DIRECTORY

ELECTRIC RAILWAY DIRECTORY

COAL FIELD DIRECTORY

ANALYSIS OF METALLIC AND NON-METALLIC

MINING, QUARRYING AND CEMENT INDUSTRIES

## 90 Advertisers

On July 1, 1926 ninety national advertisers had placed contracts for advertising this fall and winter in The Forum.

These advertisers have shown their appreciation of the purchasing power of Forum readers and the value of buying on a rising market.

Member Audit Bureau of Circulations

## FORUM

America's Quality Magazine of Controversy

247 PARK AVENUE

NEW YORK

## The Largest Circulation in South Mississippi

With a daily net paid circulation of 6,512—by A.B.C. report—exceeded by only two newspapers in the whole State, The Daily Herald covers the Gulf Coast of Mississippi completely. Growing from a circulation of 2,527 in 1920, the story of these figures is one of progress.

The Mississippi Coast market is a big one, and is growing rapidly. This is one of the most prosperous sections in the country today. About \$65,000,000 of public and private improvements are under way on this "Riviera of America"; and there's business here "Where Nature Smiles for Fifty Miles."

The Daily Herald will help you sell your products or services to substantial citizens and thousands of visitors who throng this vacation and pleasure resort territory.

## THE DAILY HERALD

GULFPORT

MISSISSIPPI Geo. W. Wilkes' Sons, Publishers BILOXI

#### THE AMERICAN ARCHITECT A. B. C. Est. 1876 A. B. P.

"Alvertising and Selling to Architect — a booklet prepared to give you a better understanding of the architectural field, is now available.

Year caps will be sent upon requet

243 West 39th St.

New York

### RAKERS HELPER A.B.P., and A.B. Published Twice-a-month

A business paper with a 100% reader interest, due to 39 years' constructive policy in helping bullery owners. Oldest paper in the bulling field

New York Office 431 S. DEARBORN ST., 17 E. 42nd St. CHICAGO, ILL.

#### Do You Re-Sell Your Product?

[CONTINUED FROM PAGE 27]

to exploit every merit of the goods with abundant enthusiasm to make every purchaser gain the impression that he or she had made the best possible purchase. I should want the merits clearly stated, so that each customer would realize all the good things about the commodity while using it. Then I should want every customer to use the commodity in a proper manner to get the best possible results and thus value it to its fullest extent. Every sale should be the most powerful solicitation of a resale. The urge for more rapid consumption should be eternal.

F my commodity were a cereal, I L should want to keep the housekeeper impressed with the great care with which the wheat or oats were selected, or how superior was the source from which they came. I should want to be enthusiastic about the cleanliness of the mills and the thoroughness with which the chaff was winnowed from the grain. I should want to tell something about the thoroughness and effectiveness with which the baking was done hefore the cereal was made ready to drop into the boiling water for the quick cooking to serve. All simple and seemingly obvious things, but containing vast opportunities for making the housekeeper determine never to use any other kind.

The same analysis is possible for all other products. Just a simply prepared message to be printed on the box or attached as a tag will usually enormously increase the confidence and respect that the purchaser will have for the commodity. Every manufacturer knows such facts about his goods. A mop-holder may possess a patented process which enables the maker to produce one part at a fraction of the cost of that work to another maker. Hence the article may be selling for a lower price while the higher-priced goods, which are thought superior, must be sold at the higher price because they are not so efficiently produced. This story of efficient production would vastly increase the respect of the purchaser for his low cost arti-

Thousands of manufacturers are keeping secret the intensely interesting facts about their commodities that would make eternal friends of the purchasers. The more you can do to make the purchaser of your goods feel happy over his purchase, the more definitely you will secure a resale and recommendation to neighbors. The best place and time for impressing him with this information is when the article is in the purchaser's hands and about to be used—the purchaser himself being the demonstration.

# What Changes in Radio Manufacturing

[CONTINUED FROM PAGE 24]

all these trends, it may suffice to mention "simplified control," which introduces some most bothersome manufacturing problems, or the advent of multistage radio frequency with the shielded construction. These elements, and others, will render it more and more difficult for the newcomer without capital to market even 100 sets with profit. Radio making has become increasingly a machine-job business, as distinct from a bare assembling of purchased parts. The needed outlay for machine tools, likewise for small tools and jigs, will make it prohibitive for anyone, without appreciable capital and experience in factory management, to attain even a modest position in the radio world.

THE makers of parts sense this new condition. As the self-styled "manutacturers" apply for quotations for 1926, they are being met by counter demands for a showing of their plans and cost-estimates. "We make clear to them," says one of the large parts makers, "that even if they do make 5000 sets and collect all the money, they can't make a dime of profit." The makers of parts, in other words, show common business sense in being willing to sacrifice immediate gain for the ultimate benefit of the industry.

The "curve" of amateur radio "manufacturing" flattened sadly with the winter of 1925-1926. Every indication is that it will drop lower next winter. It will not, moreover, rise next autumn to former levels. At the top of the manufacturing difficulties no-name radios have been hard hit by the changed attitude of important dealers who are concentrating their sales effort on three or four makes. The unknown, unadvertised and unguaranteed radio has no chance at the market.

This series of articles has not sought for statistical exhibits. To set forth how many millions of radio listeners we have, how many sets were sold last season, how many "overs" hang above the summer of 1926, how many sets are scheduled for next season—none of these figures fall within our purpose.

For the manufacturer's profits another phase is weightier than the number of sets to be absorbed.

The trend is toward cabinets. Plain sets in plain cases have for two seasons been yielding to "furniture appeal" types. Estimates vary. We discard all of them. The trend is, however, most pronounced. The new trend in radio has been a bonanza to cabinet makers and furniture factories. To them has come, after fifteen years of struggle to offset failing demand for fine furniture, a chance to operate on production basis.

To the radio manufacturer cabinets have a bright side. For, as the retail price rises from \$75 to \$150 or \$200, an additional \$5 becomes easy for the panel-assembly or "radio chassis" as it has come to be known. Whether the radio-set maker sells the chassis to the cabinet factory or whether he buys the furniture of that factory and sells complete cabinets, matters not, for in either case more dollars may be had for the radio set itself.

The furniture portion of the cabinet requires no demonstrating. It calls for no servicing. The manufacturer, as a result, nets greater profits from the furniture portion of the combined unit than from the radio portion. In addition to this there is the known principle that the larger the unit of sale the

greater the profits.

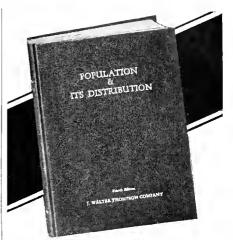
The greater part of the radio industry has underestimated costs of selling, advertising and servicing. Price slashings have multiplied the ratio of these costs to profits, because cutting the price has cut the profits. The opportunity to recover from the price wars is offered by the trend for furniture-appeal, a tendency cordially supported by every retail outlet. The retailer's net is greater with larger units of sale.

OWEVER serious may be radio's seasonal character for the dealer, it is disastrous to the manufacturer. The seasonal variation in radio will undoubtedly be lessened. It may never be eliminated.

With a single conspicuous exception off-season radio manufacturing does not exist. Nor do the factories slowly and gradually ease their production schedules. After the first of February the seasonal slump is so inevitable that dealers cease ordering fresh goods. Distributors work feverishly to "load one more set on each dealer," as one of them describes the process, "while standing firmly against the factory's doing the same thing to us."

Out of this backing of non-buying there comes an abrupt shutdown for the factory. For most radio makers "two weeks' output at January schedules" will supply the trade "for seven months to come."

Gone are the hilarious days of 1922-1924 when radio buyers were crazy. Gone, with them, are the years when "a radio maker got rich no matter what he turned out." Radio making is outgrowing the boyishness of those first five years; the spring months of 1926 brought to the ditch another regiment of makers. It is apparent that the manufacturer who makes only radio (and nothing else) cannot exist. With two or three notable exceptions,



## 679 Retail Trade Areas... Tax Returns by Counties

POR executives planning sales operations — arranging quotas — estimating markets—the new edition of "Population and Its Distribution" contains 400 pages of invaluable market data.

This new fourth edition has been completely revised and expanded, including two complete sets of maps full page size and many statistics never before available in book form.

This new book contains—

679 Retail Shopping Areas—The retail buying areas of the entire country are given—together with a complete set of maps showing each area according to its commercial rather than political boundaries.

Income Tax Returns—Tables and maps showing tax returns for every county in the United States arranged for ready comparison with population figures for the same county.

Retail and Wholesale Dealers—A new compilation made for this book covering eighteen trades by states and cities—including hardware, grocery, drugs, antomotive, etc.

Chain Stores—The number of chain stores in every city over 25,000 is listed. The first compilation of this

kind ever published.

1925 Population Figures—Latest figures based on state censuses and Federal estimates. The population of cities and towns in each state is grouped according to size. The number of cities in each group and the population of each group can be seen at a glance.

We shall be glad to send you a copy of "Population and Its Distribution" upon receipt of seven dollars and a half (\$7.50). If you wish to return the book within five days we shall refund your money. Just fill out the coupon below.

\_\_\_\_\_\_\_

J. Walter Thompson	Company, Dept. K
244 Madison Ave.,	New York City
I enclose \$7.50 for "Population and Its	the fourth edition o Distribution."
Name	
Address	

DISPLAY advertising forms of Advertising and Selling close ten days preceding the date of issue.

Classified advertising forms are held open until the Saturday before the publication date.

Thus, space reservations and copy for display advertisements to appear in the Aug. 11 issue must reach us not later than Aug. 2nd. Classified advertisements will be accepted up to Saturday. Aug. 7th.

radio manufacturing being so extremely seasonal, he cannot earn enough in four or five months to support twelve months of factory overhead.

Think them over for yourself, those fifteen or twenty well known makers who have survived until August, 1926. One great group includes the names of companies, established in other fields, which have deliberately taken to radio making in order to overcome the offseason nature of their original products: ignition makers, fan makers, magneto makers, speedometer makers, telephone makers, braid makers, chemicals makers, etc. The other great group in radio includes the names of concerns to which radio is all-important. Of this group it may not be generally known, nor is it proper that I make known, the facts further than to say that I believe every one of them is projecting entrance into other manufacturing. They are investigating other products; their laboratories are experimenting as assiduously as their attorneys are delving into rival patent claims. It is not fitting to catalog the products; it is possibly not important. The significant point is that they recognize that the manufacturer of only radio cannot exist.

F radio makers it is apparent that two types will last. The first type will consist of the makers of large quantities of sets to retail under \$100. Theirs will become the "standard" sets, with generous value for the price, produced in modern machine-equipped factories with painstaking inspection.

The second type will be made up of those manufacturers who will be satisfied to have a smaller business with carefully selected dealers, who are interested in handling something different from the standard radio at a popular price. Their product will be of higher price, characterized by individuality of performance and appearance. In every field there is a certain demand for individuality of product.

More manufacturers of the second type than of the first will survive. The great competition will occur among the makers of "standard" sets, whatever those standards may prove to be. The second type will always offer an opening for newcomers of originality and of genius.

The final thing to be said about radio manufacturing hardly requires the saying. It is too self-evident. The radios that endure will be the well-advertised sets.

Radio advertising has been most wasteful. Extravagant claims and unqualified statements, emanating from manufacturers more intent on quick profits than on permanent manufacturing, have made radio ridiculous in the minds of the industry's most natural market; namely, the wealthy. Radio density is high in New York's East Side, Chicago's South Side, Cleveland's Flats. Radio has failed to penetrate deeply on Fifth Avenue, the North Side or Cleveland's Heights.

The reason flares back to radio ad-

vertising, for radio "copy" has savored altogether too much of exaggeration and the manifestly improbable, the sort of display which the well-to-do reader unconsciously turns over without a second glance. Not until the spring of 1925 did radio "copy" reveal the so-called "institutional" character: a definite purpose to educate, cumulatively, a permanent public demand. Un fortunately, this higher motive has not, as yet, influenced all radio makers. Too many of them still depend solely on price appeal supported by extravagances so patent as to turn away an appreciable portion of radio's natural buyers.

Radio advertising of the "special sale" sort; blatant price slashings; self-nullifying claims of a "nationally-known set whose name we dare not divulge"; and the fanciful stencil-name on an unknown and unguaranteed set do not confer a "well-advertised" character to a product. Radio saturation has not been approached. Saturation of "cheap sets" and "no-name" sets is upon us. The ultimate radio market in America began to unfold only in the autumn of 1925.

That unfolding began with the new angle to radio advertising, first apparent in 1925. Radio markets will be developed by educating our people to think of radio as something more than a toy for the "radio bug." They must be weaned from thinking of radio only as an excuse to stay up till two o'clock. Their eyes must be diverted from a jumble of criss-crossed wires flapping like the family wash on the roof of every tenement. Thought must, on the contrary, be focussed on the entertainment "in the air," available at will but gone "forever beyond recall" if not "seized tonight."

"For the world to learn to use soap," commented a radio man who thinks in similes, "marked the beginning of personal hygiene; but even then soap was soap until Pear's in England and Ivory in America began to advertise." Carrying forward the analogy into radio; it will be one thing to educate people to radio-consciousness and another thing to sell them radio-quality.

ONE but the well-made radios can ever be well advertised. A score have disappeared from the market before their advertising had run long enough to make even the name familiar.

The time is gone when shoe-strings will finance a radio "manufacturer," for reasons already given. Only the radio that has qualities that will survive will be able to afford the long continued advertising necessary to establish its name, and, conversely, only the well-advertised radio will survive. No-names may create local flashes, or at times be pushed through "special sale" efforts for a spasmodic volume of a few thousand sets, but such radio makes have not the permanence that makes for survival.

<sup>[</sup>This is the fourth of a series of articles by Mr. Haring—The fifth will appear in an early issue.]

#### An Open Letter

[CONTINUED FROM PAGE 30]

When you saw that you would probably not get \$250 of our money, madam, you grew so warm in your exasperation that I began to suspect you were not without ulterior motives, to wit: the hope of a commission. It was then that I asked who was printing your program. I was not surprised to hear that the genial Mr. Rookem had the job in hand. Indeed, it is made to order for his peculiar talents. Since the brave days of the war Mr. Rookem has found such fat pickings all too rare. Sixty-forty arrangements were easier in those merry times. Now it is all he can do to pay his bootlegger. But 1 can imagine how his eyes must have gleamed when he landed the Goldchester Goat Show Program. Considerhere is an organization which loves show and dislikes work; which cares little enough about its own money and less about that of other people; which can afford to be arrogant in its demands of advertisers and lax in its requirements of printers. Here are a few women of middle years like yourself, overbearing, heavy losers at bridge and not above turning an honest penny at the expense of advertisers or other mere tradesmen.

R. ROOKEM has, in brief, the singular advantage of hiring his own employers for a sales force. As saleswomen they are the most unscrupulous of go-getters. As employers they are delightfully incompetent. Mr. Rookem sometimes almost pities them when he thinks of the amount by which his programs, as delivered, will be short. But then he remembers that the only real losers will be the advertisers, and that makes it all right again.

In short, madam, I think less than nothing of the Goldchester County Goat Show Program. It is, so far as I can see, worthless from every point of view.

It is not, however, the phony quality of your proposition that gets under my skin. After all, I listen to scores of equally spurious schemes each year. What made me see red was your intolerable arrogance, your calm disregard of human decency and politeness in your dealings with the "working classes," your contempt of business women, and the high-handedness with which you would carry out your obvious petty humbuggery.

In conclusion, madam, to be frank if vulgar, you are a farce, a false alarm and a flop. Your solicitation is an affront to intelligent business, and your manner of delivering it an insult to the honest men and women who have to endure it. From whom, madam, you will in the future omit the name of

Your obedient and respectful servant, Adoniram J. Waterspout, Sales and Advertising Manager,

THE DINGBAT COMPANY, INCORPORATED. AJW/MM

# News of engineering developments

IN the first half of 1926, new construction planned and financed in the power plant field amounted to approximately one billion, eight hundred million dollars.

Definite information concerning this immense expenditure for power plant equipment has been gathered by Power Plant Engineering's field representatives, from its subscribers, also from other sources and passed on to its advertisers.

Twice each month Power Plant Engineering gives its 23,000 subscribers the latest information on methods, machinery, equipment and supplies on which they rely to plan, build, maintain and operate their plants.

Before the first financing. Power Plant Engineering's subscribers know where to buy. Before the first announcement, its advertisers know their products will receive favorable consideration.

#### POWER PLANT ENGINEERING

A.B.P. 53 W. Jackson Blvd., Chicago, III. A.B.C.

## Conspicuous for Information

by the men who wield the big blue pencil—the operating executives, the buyers. It calls on them every month for a lively, keen, informative talk, keeping them posted on all that is new and worth knowing in the oil industry. Its editorial pages tell them the "how" of new methods and practices, and its advertising pages tell them "what with."

Send for our booklet "More Business from the Oil Industry."

The

Oil Trade
Including Oil Trade Journal and Oil News

350 Madison Ave., New York Chicago Tulsa Los Angeles

Publishers of Fuel Oil

#### ADVERTISING M A N A G E R

The man we want is versatile. His sales letters will bring home the bacon. He will ereate unusual folders and booklets. He will edit our house organ.

Above all:

He will originate startling selling schemes and work hand-in-hand with the sales department.

Firm established over twenty years. Located in pleasant town forty-five miles from New York City. Permanent position and excellent opportunity for producer.

Box No. 404
Advertising & Selling
9 E. 38th St., New York City



### THE OPEN FORUM

WHEREIN INDIVIDUAL VIEWS ARE FRANKLY EXPRESSED



#### Selling the Radio Set

THE canny radio dealer should most certainly let his prospect make his own demonstration, as Mr. Haring points out. I recently accompanied my wife's sister to an exclusive radio store where she had decided to buy a set. The eager clerk seized the dials and asked what station we wanted. We named a prominent combination of letters and listened expectantly only to receive a hideous potpourri of uncouth sounds. The salesman was confused and embarrassed; my sister-in-law, disdainful. The manager had to appear from his sanctuary and explain that an old fashioned elevator in the building interfered with the reception whenever it was running.

Paul C. Whitney, Richmond, Va.

#### Danger of Prize Contests

AN interesting article by Mr. Horace J. Donnelly, Jr., on prize contests contains the following statement:

"The law says that any contest for the distribution of prizes by lot or chance where a consideration is involved is a lottery and, therefore, illegal."

This indicates that where there is no consideration, the distribution of prizes by lot or chance would be legal. But the fact remains that the post office department will not permit such contests even where there is no consideration. I believe it had been held that the effort in contesting is in itself a consideration.

The exact limitations as to the right of any manufacturer advertising a prize contest are so highly technical that in spite of my experience with many such contests (some of them very similar to others previously found acceptable) I have made it a practice to submit every piece of circular matter in which a prize is offered to the post office department before sending it to a newspaper or magazine. I strongly advise this in every instance.

The reader, of course, knows that the officials of the post office are not permitted to put their official O. K. on any piece of advertising matter. They will advise as to what is not permitted and they have always been accommodating by going over every point and also by listening carefully to the arguments of the advertiser before telling him conclusively that any piece of matter is non-mailable.

The firm that puts out advertisements or matter that has not been so censored or consulted upon is in my judgment taking a needless risk; the publisher would take a greater risk.

E. T. GUNDLACH, *President*Gundlach Advertising Company,
Chicago.

#### Contrary Claims

THE Dr. Lyons advertisement in The Saturday Evening Post dated July 17 should furnish a good topic for discussion on the subject of truth in advertising. The tooth paste concern that has been advertising "four out of five" may be right in spite of contrary statements as a result of the Metropolitan Life Insurance Company examinations. If, however, the Dr. Lyons advertisement is truthful the other is not. The fact remains that publishers generally have accepted the "four out of five."

Why not open your forum page to a frank discussion of this concrete case?

LEON P. DUTCH,

Boston, Mass.

#### Perpetual Motion

ROM time immemorial scientists have been searching for a machine of perpetual motion. Prizes, awards and royalties have been offered to spur some inventive genius to the correct solution of this problem. And yet the question remains unsolved—to the scientist.

Turning to the business world, we can find a powerful machine of perpetual motion—advertising.

The manufacturers who advertise receive their awards, prizes and royalties in the form of bigger profits, more business and better cooperation in marketing and distributing.

In studying the operation of this force we must consider the law of supply and demand. We must also consider that all things are equal.

Take the paint business, for an example. We know that the winter months are slack for this field. During this slow period, it is necessary to employ a large amount of advertising sufficient to counteract the dullness of the season. And during July and August, the busiest months, a minimum of advertising is used. But a certain amount of advertising is employed all year.

And here is how we can apply the law of perpetual motion.

In business the natural force is

strong in the summer. Therefore little advertising is needed to maintain an equilibrium. But in winter, when business is slack, more advertising is needed to keep the vital and basic general conditions normal.

Suppose business were good and we stopped advertising. What would happen? Well, suppose you had a machine that ran smoothly and efficiently. Suddenly a small cog stopped working. What would happen? The machine would stop. Time and money would be lost, and all the benefits that accrued from your machine would vanish. And it would be a long time before your machine were once more producing normally.

If you would maintain a perpetual motion of business, the answer is continual advertising.

MURRAY L. SAMUELS, Reuter Advertising Agency, New York City.

#### Eiffel Tower Advertising

N a recent issue of your publication Mr. George F. Sloane wrote on the use of the Eiffel Tower in Paris to advertise a French motor car, and he made the statement that he could not find one person in Paris who confessed to any opposition to the acquisition of the popular and world famous monument by Mr. Citroen.

It happens that I was staying in Paris at the time that the electric signs were being attached and I found a great deal of opposition which was being expressed volubly and emphatically. If I am not mistaken there were questions put in the Chamber of Deputies to the minister in charge. And rightly so, However successful the scheme may have been as a decoration, the fact remains that what is practically a national monument was turned over to a private enterprise for purely personal gain, for the enrichment of a few individuals.

Advertising has made many strides but advertisers still wonder why the public on the whole looks upon their business with suspicion. Not a little of the cause for such distrust and even active dislike can be laid to ill considered advertising. May we all hope that American advertisers do not follow the example of their French confreres and unthinkingly break down the valuable goodwill of the public which so many of us are at pains to build up.

JOHN W. POWERS, New London, Conn.

# They are looking for suggestions

That fact creates a timely opportunity to suggest the use of your product

UNWAVERING determination to make every issue of practical help to the home, has been a vital force in bringing Better Homes and Gardens to its present position as the outstanding home magazine of America.

Readers of Better Homes and Gardens, as they pick up each issue, expect to find suggestions for making home life still more enjoyable.

And they are never disappointed. Every day, hundreds of letters thank us with enthusiasm for suggestions that have been adopted and have proved valuable. This same enthusiasm is reflected in the remarkable growth of circulation.

Most of the suggestions they follow require the use of advertised products. Many suggestions come direct from the advertising columns.

When you realize that more than 700,000 American families are reading every issue of Better Homes and Gardens with an eye open for new and better ways of spending both time and money—then you can understand why so many national advertisers have found Better Homes and Gardens a highly profitable place to suggest the use of their products.

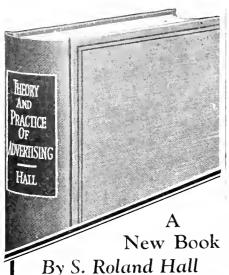
#### Rates Increase

Through the December issue, the rate on Better Homes and Gardens remains at \$5 a line. Beginning with the issue of January, the rate goes to \$6 a line to keep pace with the growth in circulation to 850,000.

# BETTER HOMES and GARDENS

E. T. MEREDITH, PUBLISHER

DES MOINES, IOWA



It is a text for beginners and a guide for practitioners.

It covers

—the development of advertising,

-the fundamental principles.

-the methods of representative advertisers.

It explains fundamental principles comprehensively, yet it gives the reader a real grasp of working practice in advertising.

JUST OUT

S. Roland Hall's

## THEORY and PRACTICE of ADVERTISING

(\$5.00)

One of the strong features of the book is its emphasis on the interrelation of advertising with other forms of selling

The three big sections on Copy Writing are a remarkable contribution to the literature of this subject.

The several sections of "Case Material," showing complete advertising campaigns of representative advertisers, carefully described and analyzed, are of special interest.

The attention given to direct and mail-order advertising

The careful treatment of marketing research— The detailed discussion of problems of retail advertising :

are effer special features of the book.

Examine this new Hall book for 10 days free

McGraw-Hill Free Examination Coupon				
McGRAW-HILL BOOK CO., INC. 370 Seventh Ave., N. Y.				
The state of the rest of the free rest of the HALL'S HILFORY AND PRACTICE, OF ADVERTISING, \$5.00, I agree to return the book, postpaid, in takeys or to remit for it then				
ane				
Address				
Position				
Company				

## In Sharper Focus

#### Norman E. Olds

THEY say that the best way to "get a line" on a person is to find out what he does when he has nothing to do. Tried on Norman E. Olds, this method developed into one of those "when, if and as" propositions.

There seems to be no time when Mr. Olds has nothing to do, but if there



Photo by White Studio

were he would play an occasional game of golf. So we found a man who once had played with him.

"Mr. Olds is an even-tempered player," said he. "No matter how often he tops the ball, he never explodes."

Which is rather good. In fact, it is said the only thing that will make him explode is a newspaper copy reader who, with little regard for facts, takes a story about a person who gets burned while starting a wood or coal fire with kerosene and writes a headline attributing the accident to an "oil stove explosion."

"It has been proved many times that oil stoves cannot explode," Mr. Olds will tell you. And if you were not already aware of the fact, you will gather from this that Norman E. Olds has something or other to do with oil stoves.

It is most emphatically so. Mr. Olds is advertising manager of the Perfection Stove Company of Cleveland, Ohio.

Upon returning from France at the end of the World War, after serving a year and a half as an engineer with the A. E. F., Mr. Olds became the head of the Canadian sales organization of the Perfection Stove Company, manufacturers of oil cook stoves, ovens and heaters.

After four years of what he terms the most strenuous selling of his ex-

perience, he was appointed to his present position as advertising manager of the company.

There was a time when he played a pretty fair game but now, as a golfer, Mr. Olds is merely a fan. One of the reasons for this is the fact that the Perfection advertising schedule for 1926 is the largest in the history of that 37-year-old company, and that means—work. And so if you desire to learn more about him on the links, you will have to do it "when, if and as" you find him with some spare time to play

Born a Hoosier, Mr. Olds early in life showed an inclination to get around and see things. By the time he was twenty he had seen most of the United States and Canada, west of Indiana, but he stopped migrating long enough to go through college. He was graduated from Harvard University in 1905 as a civil engineer, a profession which he practiced for a number of years, working gradually into sales engineering, later into strictly sales, and eventually into advertising.

#### Richard W. Wallace

"O West young man" was really the step toward the East for Mr. Richard W. Wallace, of Wallace & Draeger, advertising agency, Paris, From his birthplace, Boston, he went West to Chicago when only eighteen years old and there took a job as a commercial artist with George Bene-



dict & Co. It was there he met Joe Lyendecker, and the two framed up the sporting game of coming to Paris for a year or so to study art and painting. This was all back in 1898 when frames were frames but seemed If you want to be convinced that STANDARD RATE AND DATA SERVICE is essential in selecting the proper mediums for your advertising campaigns—put yourself in the place of our present subscribers.



PUBLISHERS—This electro will be furnished to you free of charge. Use the symbol in your advertisements, direct-by-mail matter, letterheads, etc. It's a business producing tie-up—links your promotional efforts with your listing in STANDARD RATE & DATA SERVICE.

#### ----- USE THIS COUPON -----

#### Special 30-Day Approval Order

STANDARD RATE & DATA SERVICE, 536 Lake Shore Drive, Chicago, Illinois.	
GENTLEMEN: You may send to us, prepaid, a copy of the current number of Standar issued since it was published for "30 days" use. Unless we return it at the end of the cost of one year's subscription. The issue we receive is to be considered the ithe tenth of each month. The Service is to be maintained accurately by bulletins is	f thirty days you may hill us for \$30.00, which is initial number to be followed by a revised copy on
Firm NameStreet Address .	
City	
Individual Signing OrderOfficial Position	

 $oldsymbol{\Delta}$ DVERTISERS sometimes play sheep-following and fall into a typographic rut. But there is no sheep-following here. We strive to give to each advertisement an individual character that is at once appropriate and sensible.

It sometimes takes a little more effort to think it out. But it helps our clients' advertising and that is what we're here for.



WIENES TYPOGRAPHIC SERVICE, INCORPORATED 203 WEST FORTIETH STREET NEW YORK

### Can This Be Your New Field?

Pipe Organs, Reed Organs, Organ Blowers, Pianos, Radios, Song Books Choir Equipment, Band and Orchestra Instruments are finding Larger Sale Than Ever in the Church Field.

The EXPOSITOR

The ONLY advertising medium which is restricted in circulation to the buyers of the field is

#### THE EXPOSITOR

The Ministers' Trade Journal since 1899.

#### SPECIAL MUSIC NUMBER

Forms Close September 5. Mailed September 15. Rate \$75.00 a page

#### 20,000 interested subscribers

Three times the advertising carried by the nearest similar publication. "Undoubtedly the outstanding religious publication. Expositor returns greater than all others combined."

### **EXPOSITOR**

710 Caxton Building, Cleveland, Ohio 156 Fifth Avenue, New York City

37 South Wabash Avenue, Chicago, Illinois

to go no farther, and at the end of a year and a half, Richard Wallace found himself in the precarious position of being broke with no funds to go back home. So he looked for work and found it right away with the printing firm, Draeger Frères, where he started a catalogue line which had not then been previously done in Paris. His first order was for an automobile catalogue, and from that the department grew. For a time he did outside work and then organized the Draeger art department.

Chronologically, his next advance was to be art editor for the eighteen odd publications of the well-known firm of Hachette et Cie. The twelve years he was there led up to the outbreak of the War, when all the men of between-years were lifted into the army and only the very young and the very old were left. Mr. Wallace had a wide gap to fill single-handed. The effort and work in the year and a half that followed wore him to such an extent that he was generously given a year's holiday in Italy. By that time America was in it, and the American Red Cross appealed for Americans who could speak Italian. With his experience, Mr. Wallace was called to be the Inspector of Italian hospitals, which, he says, was a comical experience, for you know how much a commercial artist knows about hospitals. But in times of stress, one can soon learn about anything. There was no more stopping on this job than on any The objective was covering other. Italy, which meant traveling by motor three-fourths of the time, and the joyful task of distributing one million lira donated by Americans among the families of Sicilian and Calabrian men at the front. Captain Wallace's last war job was to open a military store house in Verona, which he conducted until the day of the Armistice.

In 1919 Mr. Wallace and Mr. Draeger set sail for America, the former to report on the publishing business for Hachette et Cie and the latter to purchase printing machinery. But the result of it all was the impression made on both men by the tremendous progress of advertising. So then and there they decided to come back and open an advertising agency in Paris, to build it on American lines as nearly as a French market would permit. To say that they have succeeded is a bland way of saying it. For they have thirty accounts today, among them the two biggest in Paris: Citroen and Au Bon Marche.

Advertising conditions are still far from parallel with those at home. For instance an advertising agent acts of necessity as space seller for magazines. Messrs. Wallace and Draeger act in this capacity for Harper's Bazar, Miroir des Modes, Bon Ton, and International Studio.

Mr. Wallace is an unspoiled success. His sharp sense of humor, understanding sympathy, and kindly manner are only a few of the characteristics coupled with a brilliant mind.

# The Plain Dealer—ALONE —will sell it



The Cleveland Plain Dealer is the ESTABLISHED Buying Contact between national manufacturers and the Buying Power of the great Cleveland and Northern Ohio 3,000,000 market.

## The Cleveland Plain Dealer in Cleveland and Northern Ohio-ONE Medium ALONE-One Cost Will sell it

### Started

THEN I suggested in our advertisement vertisement next preceding that a basic name be selected for all advertising men there was a twinkle in my eye, for I was only half in carnest.

You may easily imagine, then, my wide-eyed amazement when in almost every mail since that advertisement has been out, I get a letter from someone giving me his views.

One or two have been of a kidding nature but in the main my suggestion that we call ourselves "adverhas been accepted as a good idea, worthy of serious consideration.

It would seem as though I had started something.

I know that a rose by any other name, etc.; yet, I also know enough about psychology to know that names have their influences. (Ask almost anyone whose fond but misguided forebears dubbed him something like Harold or Percival if he wouldn't much rather be known as Jack or Bill).

So, why not a cuphonious term to apply to all in the profession?

Most of the criticisms of the name I suggested have been on the ground that it is hard to pronounce or, rather. that it is easy to mispronounce. ADver-tist not ad-VER-tist.

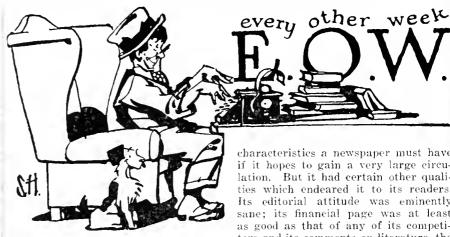
Lloyd H. Smith, of Pittsburgh, makes the elever suggestion that the name be "Advertect," which I rather like myself, for it surely would be bard to mispronounce.

You fellows in the back rows, from whom I have not yet heard, what is your valued opinion? Speak right up fond, please,

If the "returns" I have received from my advertisement on advertists is a gauge, then there is no excuse for any summer stump ever again, for they prove that people do read and act in the summer as well as in the winter.

a. R. Maujev. INDUSTRIAL POWER 608 So. Dearborn Street Chicago, III.

No matter by what name it is designated or at what time of the year it is used, IN-DUSTRIAL POWER rings the bell for its customers and rings it and rings it.



#### They Know!

At a house-party 1 met, recently, a man who is connected with a wellknown industrial enterprise. He holds a position of some importance in one of the company's branch factories, but his duties do not bring him in contact with its higher officials. All he knows of them is by hearsay.

I happen to be acquainted with more than one of these "higher-ups"—the president, particularly. For him I have very great respect and liking, for in spite of the fact that he is the ranking officer of a \$40,000,000 concern, he is as approachable and unassuming as when I was introduced to him, nearly thirty years ago.

It was interesting to hear what my fellow-guest had to say regarding the men who control the company which employs him. Of the president, whom he had never even seen, he spoke with affection and enthusiasm. "He's a real man," he said. "He hasn't been spoiled by success."

Many and many a time have I had similar experiences. The men in the ranks seem to have an amazingly accurate picture of the outstanding characteristics of the men at the top.

#### Too Many Clever People

Edward I. Jordan, of the Jordan Motor Car Company, said something worth remembering in his speech at the Philadelphia convention: "The trouble with selling and advertising is that there are too many clever people connected with the business who are trying to make it complicated instead of making it simple."

This statement has already appeared in A. & S. There is enough "meat" in it to justify its being printed again.

#### The New York Evening Post

I am told that when the New York Evening Post moves into its new home it will make a bid for a much bigger circulation than it has.

I hope this is true. I hope, too, that the Post will try to fill, to some extent, if not entirely, the vacancy in the New York evening newspaper field which the discontinuance of the Globe brought about. The Globe lacked some of the characteristics a newspaper must have if it hopes to gain a very large circulation. But it had certain other qualities which endeared it to its readers. Its editorial attitude was eminently sane; its financial page was at least as good as that of any of its competitors and its comments on literature, the stage and music were very much worthwhile.

#### 1 "Must" Picture

Another extraordinarily interesting flm has come out of Germany. The name of it is "Variety," and it is now being shown in one of New York's firstrun picture houses.

The story is as old as the hills. The way it is told is as new as the latest fashion from Paris.

Like many German films—"The Last Laugh" and "The Golem," for example—"Variety" leaves something to one's imagination. For that reason, it may not be a box-office success. Also, for that reason, it will appeal to people of more than average intelligence.

#### An Advertiser's Paradise

I make this extract from Sherwood Anderson's "Notebook":

"Where among us live these creatures of the popular magazine short story, the best selling novel or the moving picture? . . . In the pages of these magazines, no one ever acts as people do in life or thinks as people do in life."

Doesn't this apply to advertising, as well? These duchesses who are pictured as laundering little Billy's under-These princesses—in one piece bathing suits-whose grace and beauty are due, we are told, to this brand of breakfast food or that brand of ginger-ale! These "executives," of such regal bearing that, compared with them, Napoleon was a piker, whose golf-scores have improved fifteen strokes since they donned So-and-so's footwear!

It seems to me that an awful lot of copy-writers and commercial artists are living in a sort of advertiser's paradise, the like of which never was and never will be.

#### Luck in Odd Numbers

Next time you pass a cut price drug store or a chain grocery, halt for a minute or two and study the pricetags

You'll find, I think, that 29 cents is favored above all other prices. Just why, I do not know. But the fact remains. JAMOC.

## Announcing

THE OPENING

OF A PACIFIC COAST OFFICE

485 CALIFORNIA STREET

SAN FRANCISCO, CALIFORNIA

AND THE APPOINTMENT OF

W. HUBBARD KEENAN

AS PACIFIC COAST MANAGER

WOMAN'S HOME COMPANION
THE AMERICAN MAGAZINE
COLLIER'S, THE NATIONAL WEEKLY
FARM & FIRESIDE
THE MENTOR

THE CROWELL PUBLISHING COMPANY
FRANK BRAUCHER, Advertising Director
250 PARK AVENUE NEW YORK



New York's newest and most beautifully furnished hotel accomodating 1034 guests Broadway at 63 = Street. ROOM WITH PRIVATE TOILER ROOM WITH PRIVATE BATH-\$350



#### House to House Selling

Here's an organization of direct selling specialists, servicing many of the most successful firms in the field Our long experience and accumulated knowledge of "Straight Line Marketing" will be valuable to you. Write us about your plans before you experiment. THE MARX-FLARSHEIM CO., Rockaway Bldg. Cincinnati

THE JEWELERS' CIRCULAR, New York, has for many years published more advertising than have seven other jewelry journals combined.

Folded Edge Duckine and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Displays

THE JOHN IGELSTROEM COMPANY Massillon, Ohio Good Salesmen Wanted

#### Topeka Daily Capital

The only Kansas delly with circulation through the state, Thoroughly covers Topeka, a midwest primary market. Gives real co-operation. An Arthur Capper publication.

Topeka, Kansas

Bakers Weekly A.B.C.-A.B.P. New York City NEW YORK OFFICE—45 West 45th St. CIIICAGO OFFICE—343 S. Dearborn St. Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the haking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

#### Picking the Dramatic Sales Idea

[CONTINUED FROM PAGE 22]

developed, it would never have been possible for one firm to do \$5,000,000 a year after the third year in business.

Another firm, a cap company, hit upon the idea of making its caps shower-proof. Here again the salesman was furnished with a piece of the cloth and urged to spill water upon it to show its ability to resist moisture. The caps sold high into the thousands -and are still selling.

HAVE confined my examples to articles of wearing apparel because it is in that field that it often seems difficult to discover unusual talking points. Mechanical products, household appliances, electrical devices lend themselves inherently to interesting demonstrations. Usually to illustrate their use is enough. But one would say, offhand, "What is there about a suit of clothes, a pair of shoes, a cap, that is so astonishingly different that you can make it the keystone of the business?" Investigation and thought will always reveal such a feature. And then it can be safely put into the hands of salesmen.

The next time you step into a store to buy a shirt or a pair of hose or a suit of clothes, compel the clerk to sell you. Ask him questions about the needlework, the kind and weight of the cloth, the special wearing qualities. Then call upon the salesman of any successful direct-selling firm, and wonder at the remarkable difference in selling tactics.

I hear someone ask, "But surely you do not explain the outstanding successes in the direct-selling field by the few minor features which surround the Surely there are reasons products? more sweeping, more important than these!"

I say that there are other reasons, but no single one so important as the one I have explained.

"But," I hear asked, "how about the economy of buying direct? I have heard that the reason why direct-selling firms have succeeded is that they sell direct from maker to wearer and are able to offer better values than retail stores. Isn't this a more important reason?"

Strange to say, this reason is the same one that I have explained before, only put in different words. It is true that many sales are made because retail stores are undersold. But more often the sales are made because features, knowledge of merchandise, clever selling demonstrations convince the eustomer that he is getting better values than he can obtain in the stores. Given an article that is sold in the stores for, say, \$5 and given the same article sold through direct salespeople for the same price—but sold and dem-

#### We Have a Research On YOUR Industry

The most remarkable value in research obtainable today is our \$150 size of Industry report. Over four hundred separate industries now covered. Reports on each average 75 typewritten pages with charts. Ask for free table of contents of any in-

#### THE BUSINESS BOURSE

15 West 37th St. New York City Tel.: Wisconsin 5067

In London, represented by Business Research Ser-vice, Aldwych House, Strand



#### Shoe and Leather Reporter

Boston

The outstanding publication of the shoe, leather and allied industries. Practically 100% coverage of the men who actually do the buying for these industries. In its 67th year. Published each Thursday. \$6 yearly. Member ABP and ABC.

#### The Standard Advertising Register

is the best in its field. Ask any user. Supplies valuable information on more than 8,000 advertisers. Write for data and prices.

National Register Publishing Co. Incorporated

15 Moore St., New York City R. W. Ferrel, Manager

### American Cumberman

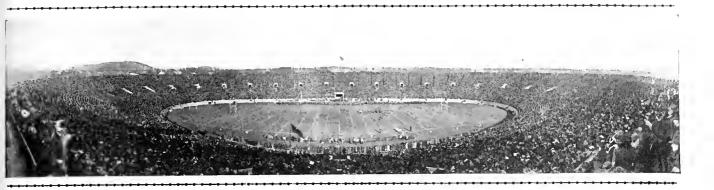
Published In CHICAGO

Member A, B, C.

READ wherever Lumber is cut or sold.



Be sure to send both your old and your new address one week before date of issue with which the change is to take effect.



## -It just doesn't get across!

ABOVE we show a remarkable picture, possibly the most comprehensive picture ever made of the Yale Bowl packed solid with 80,000 people ? One of our photographers brought in this picture with the suggestion that it might serve to illustrate further what the Million plus circulation of the Daily News means in numbers of people. The folks who buy The News each day would fill the Yale Bowl about thirteen times! This idea doesn't seem to us to get across very strongly. We find it just as hard to visualize thirteen Yale Bowls full of people as we do a million & And while the comparison is quantitatively correct as to buyers of the paper, it still fails to convey the significance of a million circulation as opposed to a million people. It fails to convey any impression of the total number of readers in a million circulation. And it carries no hint or suggestion of the influence of that million circulation as a selling force, and marketing factor & The only adequate expression of this Marvelous Million circulation that we have ever met is a market equivalent at least to the city of Chicago. Of course, you can't visualize Chicago as a whole either, but you can get a better idea of it than you can of a million & Chicago is the second largest city market in the United States. Daily News circulation, in the city of New York offers an equivalent market & Keep this fact in mind in the consideration of coming schedules. Get the facts.

June 1926 Circulations

DAILY - - - 1,060,644 SUNDAY - - - 1,217,554

These are the largest circulations in America

## THE NEWS

New York's Picture Newspaper

25 PARK PLACE, NEW YORK Tribune Tower, Chicago

## A New and Economical Way

### Reaching the Buffalo Market

The Buffalo Courier-Express, alone in the morning field in its territory, offers to all advertisers a complete and concentrated coverage at the lowest rate.

Guessing about reader-duplication, using two newspapers to cover the same ground, are now things of the past as far as Buffalo is concerned. Your advertising in The Buffalo Courier-Express will reach practically all the buyers in Buffalo and adjacent territory.

Also there is a metropolitan Sunday paper, The Buffalo Sunday Courier-Express, which will tell your story to the largest audience reached by any newspaper in New York State outside of New York City.



Lorenzen & Thompson, Incorporated Publishers' Direct Representatives

Chicago

New York

San Francisco

Seattle

### New Directory of Mexican Industries

Compiled and revised by the Mexican Department of Industry, Commerce and Labor

Department Labor.

Containing 16,000 valuable addresses of all industries now operating in the Republic of Mexico.

Wantingree manufacturers, raw materials

of Mexico.

Machinery manufacturers, raw material houses, exporters, lumbermen, merchants and bankers. You all want to have a copy of this valuable book on Mexican Industries.

tries.

Order your copy TO-DAY.

\$10.00 Past Paid or remitted C. O

\$10.00 Post Paid or remitted C. O. B. Parcel Post if desired.

Campañía Mexicana de Rotograbado (Mexican Rotogravure Co.) MEXICO CITY



onstrated—the direct salesman will outsell the store clerk every time.

It is sadly true that this vital principle of direct selling is too often overlooked by firms stepping into the business. Not knowing the peculiar mind of the direct salesman, not familiar with the need for "demonstrability" in even the most prosaic of products, they offer the public just shoes, or clothing, or shirt, or whatnot. Usually a short experience with the business teaches such firms the need for special features.

#### High Cost of Salesmen

[CONTINUED FROM PAGE 28]

It is upon slight variations from the norm that all organic progress is supposed to depend. But, in sundering this thread upon which the whole evolutionary principle hangs, the supersalesman is merely doing away with a few more basic principles. All the swords of Damocles will not pierce the salesman's cerebrum.

Not that the salesman himself is to blame. A condition exists which he profits by, but over which he has no control. There are more goods produced than there is an active demand for. The salesman is, therefore, made use of in order to force a demand. This forced and artificial demand is often founded on no sound need. At its best, the efforts of supersalesmanship can be regarded merely as educational in character. Considered as education, however, they constitute a lore of the most crude and disorganized sort, an education which is narrow, partisan and vicious. The money expended in educating people by salesmanship and advertising would be sufficient to put them all through college.

Tendencies are on foot which may counteract the top-heavy condition of the marketing structure. Salesmanship has oversold itself. In the highly competitive markets the average consumer is already on the alert, quick to perceive where his advantage lies. Of course, as long as all the competitors spend equally large sums for the hawking of their wares, all prices will tend to stand at a uniform level. But there is always a limit to such a condition. Some merchant eventually realizes the benefit of doing away with the inordinate cost of supersalesmanship. His marketing expenses are thus reduced. his prices become correspondingly low, and he obtains a generous share of the business. This share comes, incidentally, from the more sophisticated and discriminating customers, though at the same time the more intelligent and desirable ones.

The thing the supersalesman sells before all else is himself; that is to say, the personification of salesmanship. He advocates salesmanship as the one sure

# Star Men Buy THE KANSAS CITY STAR

## Offer of Eleven Million Dollars Accepted by Trustees! Paper to Continue Under Present Management and Policies!

"THE STAR is Kansas City and Kansas City is The Star." So wrote Charles H. Grasty many years ago.

That statement, true then, has a new significance now. Whatever of doubt and uncertainty has existed as to the future of The Star has given place to a sense of security and permanence. With the purchase of The Star by The Star men, the bond between Kansas City and The Star is cemented with a new loyalty and a new confidence.

William R. Nelson founded The Star forty-six years ago. Under his direction it grew to world fame—a power for good and a scourge for the unrighteous. Its circulation became the marvel of the newspaper world, attaining proportions unheard of in a city the size of Kansas City.

Mr. Nelson died in 1915. Under his will the entire estate, including The Star, was left in trust to his wife and daughter, with the provision that after their death it should be sold and the proceeds used to establish an art foundation for the people of Kansas City.

Meanwhile the paper went forward under the direction of Irwin Kirkwood and the men who had been trained under Mr. Nelson. The sale of The Star has just been consummated. The offer of eleven million dollars by Irwin Kirkwood in behalf of himself and associates has been accepted by the trustees.

Practically every civic and official body in Kansas City had gone on record urging the sale of The Star to the men who had maintained the standards and continued the success of Mr. Nelson. And these expressions were supplemented by the prayers of that great body of citizenship known as the "common people," whose unwavering loyalty and good will have ever been the chief pride of The Star and its chief claim to greatness.

The sale of The Kansas City Star to the men who have conducted its management so successfully gives to Kansas City a new pledge of service and a guarantee that the trust imposed in it by the public will be preserved inviolate.

To its quarter million subscribers and to its host of friends in every corner of America The Kansas City Star extends greetings and accepts in all solemnity the task of continuing to carry on the great program of its illustrious founder.

"The Star is Kansas City and Kansas City is The Star."

## THE KANSAS CITY STAR

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Exposuor, The	F 7
[f]	[r]
Fourth Estate	Richards Co., Inc., Joseph 3
	[s]
[g]	Shoe & Leather Reporter
Gas Age-Record	Simmons-Boardman Pub. Co
Insert bet, 58-59	F47
Gray, Russell T	
E • 7	Thompson Co., J. Walter
[i]	ר ז
Igelstroem Co., The J.         68           Indianapolis News, The         4	[w]
Industrial Power 66	Weines Typographic Service 61

way to overcome competitive obstacles. The average manufacturer has been inclined to accept this recommendation. He himself is thus a victim of supersalesmanship. And thus business is in a continuous state of auto-intoxication.

High-pressure salesmanship, although expensive, is usually considered a legitimate expense, on the theory that any business expedient is legitimate if it gets profitable business away from a competitor. Some business men have educated themselves to the point where they are able to formulate and ask themselves, in coherent fashion, the question: "If I should take the money that I am now putting into high-pressure selling and apply it to certain other purposes, would it not give me an even greater advantage over my competitors?"

Marketing executives must soon be prepared to meet this question. There are several answers to it. Perhaps the most obvious is this: "The money I might save by over-selling a second-rate product might, in the long run, be spent more profitably in turning out a product of a better grade, or one more nearly in accord with the demands of the consumer. Such a product would go a long way toward selling itself."

One result of the tendency will be, perhaps, a reaction against mass production. The market, being less and less of a seller's market, and more of a buyer's market than ever, will be the focus of the business man's attention. Production will be a matter of secondary importance. It will wait upon the market. Which is, of course, the normal and proper state of affairs.

Under the changed state of affairs, there would be a new conception of salesmanship: "I will sell a man what he needs and ought to have, and I will not sell him anything else, even though he might be induced to buy." If every salesman and sales manager and quotasetter would adopt that principle, the cost of marketing would soon be reduced. As for the supersalesman, he will find new worlds to conquer, and new threads to cut. But as to his present status, he had better take warning. Caveat vendor!

#### President of The Six Point League of New York Appoints Committee

At a recent meeting of the executive committee of The Six Point League of New York, an association of newspaper advertising representatives, the president, F. St. John Richards, appointed the following committees: Membership—W. D. Ward (chairman), A. W. Howland, George A. Riley, J. 1l. Kyle, W. A. Snowden. Speakers—Frederick P. Motz (chairman), Dan A. Carroll, M. D. Bryant, George E. Munro, D. M. Shirk. Constitution—G. W. Brett (chairman), II. N. Kirby, Hugh Burke, Thomas F. Clark, W. C. Bates.

Minimum

#### Scholarships to Be Given

Young women employed in advertising in the Metropolitan District, New York City, are eligible to compete for the two advertising scholarships offered at New York University by the League of Advertising Women of New York.

The scholarships are open to any young woman employed in advertising, working in any capacity. include young women employed in advertising agencies, publishers, newspapers and magazines, printers, engravers, department stores, specialty shops, national advertisers and local advertisers. The closing date for receipt of letters is August 15.

The members of the League of Advertising Women serving on the

Scholarship Committee are:

Laura Rosenstein, Chairman; Helen M. Rockey, president, League of Advertising Women; Edith M. Burtis, The Partner; Bertha Bernstein, Chatham Advertising Agency; Minna Hall Carothers, Powers Reproduction Corporation; Elsie E. Wilson, American Radiator Company.

Working with this committee, and representing New York University, are Prof. George Burton Hotchkiss, Chairman, Department of Marketing, and Prof. Philip Owen Badger, Assistant to the Chancellor. The committee awarding the two memorial advertising scholarships will be assisted by Bruce Barton, president, Barton, Durstine and Osborn; Arthur Williams, vice-president for commercial relations, The New York Edison Company; and Frederick C. Kendall, editor, ADVER-TISING AND SELLING.

A date will be set for the oral examinations between August 15 and September 10. They will be simple and consist of a questionnaire which the committee is now preparing, and which will be submitted to New York University for approval. Further details will be announced later. The successful candidates will be required to pass the entrance examinations.

#### "Kansas City Star" Sold

The sale of the Kansas City Star and the Times for \$11,000,000 has been announced by the trustees of the William Rockhill Nelson Trust. The two papers were purchased by the present management, for years associated with William Rockhill Nelson. It is a group headed by Irwin Kirkwood, president-editor of the Star and son-in-law of Mr. Nelson, and by A. F. Seested, for many years general-manager of the newspapers. The amounts submitted by the seven unsuccessful bidders were not announced by the trustees, whose statement said merely that the proposal "made by Irwin R. Kirkwood on behalf of himself and his associates is accepted. The price is \$11,000,000, the purchaser assuming current liabilities.



Rate for advertisements inserted in this department is 36 cents a line-6 pt. type. charge \$1.80. Forms close Saturday noon before date of

#### Help Wanted

ADVERTISING MAN, the sort who gets right in and under your proposition and then produces individualistic advertising that is absolutely different; this man has two progressive clients, and is now ready for the third; correspondence confidential. Box No. 397, Advertising and Selling, 9 East 38th St., New York City.

Position Wanted

Experienced trade paper advertising solicitor wants to make a connection with a reliable publishing firm. Will work on any basis agreeable to publishers where opportunity exists to create a real job for himself. Full details gladly given. Box No. 406, Advertising and Selling, 9 East 38th St., New York City.

Graduate Michigan University, School Business Administration, will sacrifice initial salary for a real opportunity to prove ability. Box No. 405, Advertising and Selling, 9 East 38th Street, New York City.

Single, 29-year old, high type, steady and reliable young man, now secretary and treasurer of prominent realtor company in exclusive Phila. suburb, desires change.

Eight years' advertising agency (account executive, copywriting, space buyer, charge of service and production, N. Y. Agency) and N. Y. Times newspaper experience.

Open for only a really worth-while interesting connection. Can meet people. Likes to travel. Write Box 400, Advertising and Selling, 9 E. 38th Street, New York City.

Responsible employers in California or Florida especially invited to respond.

DIRECT SELLING SPECIALIST. 15 years' sales and advertising experience qualifies me to sales-by-mail department, Now with prominent No. 396, Advertising advertising agency. Box St., New York City.

SALES AND ADVERTISING EXECUTIVE Able and experienced in applying principles and meeting problems in market analysis, promotion, advertising and sales production. Successful organizer and coach. Staples, specialties, service, agency or manufacturer. Box No. 398, Advertising and Selling, 9 East 38th St., New York City.

Daily and Sunday newspaper in Metropolitan City, overnight from New York, has excellent opportunity for live man in Advertising Department who can assist local retail merchants in merchandising problems, advertising copy and all forms of similar service. Salesmanship ability not entirely a requisite. This is not an advertising solicitor's position but a place for a man who can become valuable in the Advertising Department because of the service he can give to the retail merchant. Good salary for right man. An excellent opportunity for advancement. Write fully stating age and experience. All communications will be held strictly confidential. The John Budd Company, 9 East 37th Street, New York City.

Advertising Salesman; character, ability, address; advertising specialties; prolific field; liberal commission, fullest cooperation. Litchfield Corp., 25 Dey St., New York.

Recognized Agency offers excellent opportunity to young man capable of planning, writing and selling sales campaigns. Opportunity according to ability. Write to Guentber-Glaze Adv. Agency, St. Joseph, Mo.

#### Business Opportunities

Am organizing a sales agency for intensive coverage of the drug store trade in greater New York. Would like to hear from concerns having a meritorious product and interested to secure this additional sales outlet. Address Box No. 403, Advertising and Selling, 9 East 38th St., New York City.

CAPITAL REQUIRED trade monthly in fast growing field 60,000 to 100,000 advertising revenue first year. Principals are experienced in publishing. Will consider only offers from responsible publishing houses or persons. Box No. 402, Advertising and Selling, 9 East 38th St., New York City.

\$500,000 corporation is marketing house to house a much needed, thoroughly successful Kitchen accessory and needs local distributors—men of ability and experience, who can organize and supervise a field force. Very little capital required, with great opportunity to make big money. Sell yourself by letter. Dept. 3, Indianapolis Pump and Tube Company, Indianapolis, Indiana.

#### Multigraphing

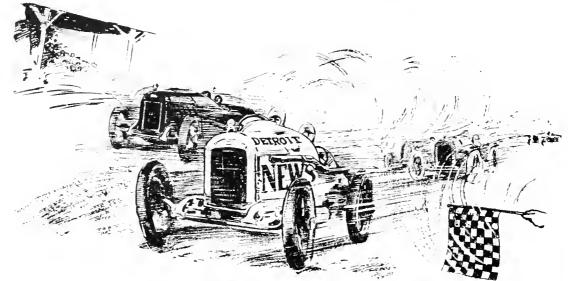
Quality and Quantity Multigraphing. Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC. 120 W. 42nd St., New York City. Telephone Wis. 5483

"GIBBONS knows

J. J. Gibbons Limited, Advertising Agents MONTREAL

## Detroit News Again Leads All American Newspapers

In Total Advertising Volume



## 17,427,326 Lines

Published First 6 Months 1926

## The Rank of The Leaders

	Lines
Detroit News	.17,427,326
Chicago Tribune	.16,829,661
New York Times	.15,251,876
Washington Star	
Los Angeles Times	.13,608,084
St. Louis Post-Dispatch.	

Indicative of the marked prosperity of the Detroit market and the ability of The Detroit News to cover it adequately is this new record of 17,427,326 lines of advertising for the first half of 1926. In 1925 The Detroit News achieved a hitherto unprecedented mark with 16,414,678 lines for the same period. The present volume, however, overtops this mark by 1,012,648 lines and gives The News the advertising leadership of America once more—an honor won by The News more times than by any other newspaper.

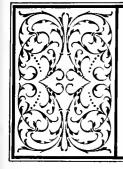
The signal achievement of The News merits the attention of all buyers of advertising space. The concentration of advertising volume in The News, greater than that of both other Detroit newspapers combined, points to the wonderful economy of selling the Detroit market through the use of its big home newspaper. The Detroit News circulation is the greatest in Michigan and covers Detroit more thoroughly than any other newspaper in a city of Detroit's size or larger.

## The Detroit News

Detroit's HOME Newspaper

335,000 Sunday Circulation

320,000 Weekday Circulation



## The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference for The Editor will be glad to receive items of news for inclusion in this department for Address Advertising and Selling, Number Nine East Thirty-eighth Street, New York City



#### CHANGES IN PERSONNEL

Name	Former Company and Position	Now Associated With	Position
Tim Thrift	. American Multigraph Sales Co., Cleve land, Ohio, Adv. Mgr.	. American Sales Book Co., Ltd., Elmira, N. Y.	Adv. Mgr. (Effective Sept. I)
Allen L. Woodworth	land, Ohio, Adv. Mgr. The Crowell Publishing Co., New York Liberty Yeast Co., New York, Gen. Mgr. Kearney & Trecker Corp., Milwaukee Adv. Dept.	Duz Co., New York	Vice.Pres & Con Mar
George W. Small	"The Literary Digest," New York  Mgr., N. Y. Territory	. Same Company	Eastern Sales Mgr.
Floyd Rose	. Heppenstall Forge & Knife Co	. Vanadium-Alloys Steel Co., Latrobe, Pa.	. Vice-Pres.
William W. Lewis	. Cadillac Motor Car Co., Detroit, Mich Adv. Mgr.	Same Company	Ass't Gen, Sales Mgr. and Director of Adv.
Nelson R. Perry S. B. Brigham	. George Batten Co., New York, Art Dept. .James F. Newcomb & Co., New York ."Liberty," New York, Eastern Adv. Mgr .Carpenter & Co., Chicago, Eastern Mgr	R. L. Polk & Co., New York Same Company	, Art Director Mgr., Creative Dept. Adv. Mgr. Vice-Pres.
George L. Fairbank Paul C. Foley	.Own Business F. R. Steel Co., Chicago	. The Carpenter Adv. Co., Cleveland The Fred M. Randall Co., Detroit	Copywriter Radio and Mail Order Divi sion
John M. Easton Calvin E. Austin	.Jos. N. Eisondrath Co., Chicago	. Northern Trust Co., Chicago	Adv. Mgr.
	Osten Adv. Corp., Chicago	Chicago	
David E. Caesar John L. Hamilton	.Chas. F. W. Nichols Co., Inc., Chicago .1C & E and CN & Z Traction Lines,	.H. E. Lesan Adv. Agency, Chicago .The International Derrick & Equip-	
J. C. Roth	Columbus, Ohio, Adv. Mgr	Same Company	Sales Mgr. Central Division
Ralph W. Smiley	Ass't Sales Mgr. Central Division.  Aetna Affiliated Co., Hartford, Conn  Editorial Supervisor.	Metropolitan Casualty Ins. Co., N. Y	Director of Publicity
Lester E. Lloyd John Condon	Max Block Cigar Co., Office Mgr	Houston "Post-Dispatch"	Merchandising Ser. Mgr. Pres. & Treas.
E. Percy Jamson	Aunt Jemima Wills Company St. Joseph	L.California Fruit Growers' Exchange. San Dimas, Cal.	Sales Mgr., Products Dept
	Mo., Eastern Sales MgrWestinghouse Electric & Mfg. Co., East. Pittsburgh. Pa., Mgr. of Syndicate Oper		
G. L. Greene	.Congoleum Nairn, Inc., Phila., Vice Pres. .Hall & Emory, Inc., Portland, Ore	Celluloid Co., Newark, N. J Same Company, Seattle, Wash	In Charge of Production
	.Scruggs-Vandervoort-Barney, St. Louis		Adv. & Sales Prod. Mgr.
	The Penton Publishing Co., Cleveland,		
	The Potts Turnbull Adv. Co., Chicago		
	.Edison Electric Appliance Co., Chicago Ass't to Adv. Mgr.		
	The Philadelphia Co., Pittsburgh, Pa President	Dhiladalahia	
Charles R. Adams	Cuneo Press, Chicago, Sales Mgr	S, "Herald." Syracuse, N. Y	Eastern Rep. Business Mgr.
J. W. Greely	American," Rochester, N. Y., Adv. Mgr. Hassler-Pacific Co., Indianapolis, Seattle. Mgr.	.M. C. Mogensen & Co., Inc., Chicago.	Seattle Mgr.
Robert Keil	.M. C. Morgensen & Co., Inc., Chicago Seattle Mgr.	.Same Company	San Francisco Mgr.
Clarence G. Stoll H. C. Barringer	Western Electric Co., Gen. Mgr. of Mfg "News," Indianapolis, Classified Adv. Mg	., Same Company	Vice-Pres. Classified Adv. Mgr.
A. G. Burns	· Noe-Equi Textile Mills, Inc., Reading, Pa Prom. Sales Mgr.	1. Fasheen Knitting Mills, East Boston.	
	"Rock Products," Chicago	Same Company	
Ralph C. Sullivan L. J. Belnap	Barrel & Box, Chicago, Business Mgr Rolls-Royce Co. of America, New York.  Pres.	"Rock Products," Chicago Worthington Pump & Machine Corp New York	Eastern Mgr. Pres.

# The Columbus of Writing Talent



IN 1899, McClure's discovered a new writer, published his first novel and helped him climb the ladder leading to the pinnacle of fame.

That writer was Booth Tarkington.

The new McClure's, continuing this quest for new writing talent, is publishing the work of new authors who show promise. Not being content with these voyages of discovery, many stories by the more popular writers of today appear in McClure's.

Booth Tarkington Octavus Roy Cohen Wallace Irwin Ben Hecht Kathleen Norris Arthur Stringer Edith Barnard Delano E, Phillips Oppenheim

From your knowledge of these authors, you will see that the new McClure's appeals to a great cross section of educated, buying American people.

At the present time the rate of \$1.10 a line and \$450 a page is based on a guaranteed A. B. C. sale of 200,000 copies. Edited for men and women, young and old, it goes into the homes to be read by 200,000 families. When you consider that 60,000 distributors are pushing it, that 94 Metropolitan newspapers carry display circulation copy, it seems certain that advertisers who come in now will receive a substantial circulation bonus.

With such an editorial line-up, and with the discovery of new writing talent, you are assured of reader interest, which, as you know, is in direct proportion to advertising results.

# New MCCLURES The Magazine of Romance

R. E. BERLIN, Business Manager 119 West 40th St., New York Chicago Office, 360 N. Michigan Ave.



### Advertising • The NEWS DIGEST • Issue of July 28, 1926



### CHANGES IN PERSONNEL (Continued)

Name	Former Company and Position	Now Associated With	Position
A. H. Everson, Jr	Staten Island Shipbuilding Corp., Staten Island, N. Y., Sales Mgr.		.Prod. Ass't and Gen. Plant Engineer
Garrison Ball	Vice-Pres. and Sales Mgr.		.Field Sec'y
L. A. Selman	The Fox Furnace Co., Elyria, Ohio Adv. Mgr.	Same Company	.Mgr. of Cabinet Heater Sales
George H. Sheldon	.George Batten Co., Inc., New York Acc't Executive	The Corman Co., New York	· Acc't Executive
Frank C. Karpp	.Richard Frohm Co., Los Angeles, Mgr	Michigan Industries Corp., Detroit	. Sales Mgr.
A. G. Winkler	Oil Trade and Fuel Oil," New York Associate Editor	Same Company	. Service Mgr.
Joseph B. Seaman	.Seaman Paper Co., First Vice-Pres	Resigned	
	. Travelers' Insurance Co., Hartford, Cont		. Vice-Pres.
J. B. Linerd	."Liberty," New York, Adv. Mgr	Resigned	
Thomas L. Yates	"The Evening Gazette," Fulton, Mo	Resigned	
Joseph X. Netter	. Creske-Everett, Inc., New York, Vice-Pres	s. Own Agency, New York	•
	.St. Louis "Times," Gen. Mgr		

### CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

QIIII (OLD I	1 ( I O E I COI E O I E C	D 1 (D ()	
Nome	Address	Product	Now Advertising Through
Florida East Coast Railway Co Florida East Coast Hotels Co The Pausin Engineering Co	New York St. Augustine, Fla St. Augustine, Fla Newark, N. J	Dairy ProductsTransportationHotels"Octacone" Loud Sneaker	Olmstead, Perrin & Leffingwell, New YorkFrank Presbrey Co., New YorkFrank Presbrey Co., New YorkThe Laurence Fertig Co., Inc., New York
Dunlap & Ware	. New York	"White Rouge"	The Laurence Fertig Co., Inc., New York Newell Emmett Co., New York
Fales Chemical Co., Inc	New Brunswick, N. J.,	"Nupak"	George Batten Co., New York
Direct Service Co	Oil City, Pa	line Recorder Garage Heaters	Harry Botsford, Titusville, Pa. s. Henri, Hurst & McDonald, Chicago
Aluminum Products Co	. La Grange, III	Aluminum Kitchen Utensils	Thos. M. Bowers Adv. Agey., Chicago
Schoenhofen Co	·Chicago	Beverages	Thos. M. Bowers Adv. Agey., Chicago Thos. M. Bowers Adv. Agey., Chicago Thos. M. Bowers Adv. Agey., Chicago
The Norlipp Co	· Chicago	Automobile Accessorie "Oxford" Clothes	s. Thos. M. Bowers Adv. Agey., Chicago Thos. M. Bowers Adv. Agey., Chicago
Marietta Mfg. Co Larned, Carter & Co	Indianapolis	"Sani Onyx" Marble Men's Clothing	D. A. C. Hennessy Co., Indianapolis
A. O. D. Baldwin Nursery Co Feltman Bros. Inc Fifield & Stevenson	··New York ··Chicago	Infants' Wear	Spivak Adv. Agcy, New York Dade Enstein Adv. Agcy. Chicago
The Ground Gripper Shoe Co  Amplion Corp. of America  Seacoast Canning Co	··Boston · · · · · · · · · · · · · · · · · · ·	Shoes	Scheck Adv. Agcy, Newark, N. J. s. Foote & Morgan, Inc., New York
Jack Horner, Inc	New York	Jack Horner Pies Electric Refrigerators.	Foote & Morgan, Inc., New York Sackheim & Scherman, Inc., New York
Charles Warner Company	Bellefonte, Pa Litiz, Pa	Lime & Stone Chocolate & Cocoa	Fox & Mackenzie, Phila. Fox & Mackenzie, Phila.
A. I. Wyner Co	New York	"Sag-No-Mor" Fabrics. Carmen Complexion Powder	Foote & Morgan, Inc., New York The Dauchy Co., Inc., New York
The American Gas Machine Co	.Albert Lea, Mich	Heating Appliances	The Green & Van Sant Co., Baltimore, Md. Greve Adv. Agey., Inc., St. Paul. Minn. Henri, Hurst & McDonald, Chicago
			Charles C. Green Adv. Agey., Inc., Phila.

### **NEW PUBLICATIONS**

Name	Published by	Addreess	First Issue	Issuance	Page Type Size
"The Pet Shop"	Jos. Byrne Pub. Co. The Parents' Publis	o,713 Sixth Ave., N sh353 Madison Ave.	ew YorkJuly New York October	Monthly	$\frac{8\frac{3}{4}x9\frac{1}{2}}{7x10-3-16}$
Parents" "Two Worlds Monthly"	ing Ass'n, Inc.			Monthly	

# A great newspaper performs a public service



This is the cartoon that aroused the ire of the I. R. T. attorney.

THE New York Evening Graphic published this cartoon by Charles Macauley, on Wednesday, July 7th.

A few days thereafter, James L. Quackenbush, the I. R. T. attorney, threatened to prosecute the Graphic (mentioning the cartoon in particular) and any other newspaper which attempted to further the strike or publish cartoons or facts leading the public to believe the subways were unsafe.

"I hope he does start criminal action," said Emile Gauvreau, managing editor of the Graphic. "We believe there is danger in unskilled operation, and we believe it is our duty to warn people of that danger. We would welcome a test case."

It seems to us that, in the circumstances, this was public service. A newspaper certainly is negligent in its duty to its readers if it does not warn against dangers.—Editor & Publisher.

STRIKES, like war, are costly and useless. Without taking sides now in this particular strike of the motormen and switchmen of the Interborough, we see the enormous cost and the futility of the strike's continuance. Let the strikers figure their total loss in wages during the strike. Let the management figure the enormous cost of paying strikebreakers; the cost of transportation of bringing these hundreds of men to the city of New York; the cost of housing and feed-

ing; the enormous cost of guarding. Add the loss of the strikers and the enormous cost to the management, and it will be seen how easy it is to split the difference and adjust this strike.

And above all things, there is the great danger of the possible loss of life which cannot be figured in dollars and cents.—Editorial in the July 7th issue of the New York Evening Graphic.

THE first duty of a newspaper is fearlessly to further the interests of its readers. Only in the proportion to which a newspaper fulfills this purpose will it gain public confidence—and a newspaper that enjoys the confidence of its public offers advertisers that certainty of reader interest which makes advertising pay.

### EVENING GRAPHIC

Harry A. Ahern, Advertising Mgr.—Charles H. Shattnek, Western Mgr. 25 City Hall Place, New York—168 N. Michigan Ave., Chicago



Advertising

### Advertising • The NEWS DIGEST • Issue of Selling • The NEWS DIGEST • July 28, 1926



### NEW ADVERTISING AGENCIES AND SERVICES, ETC.

U. F. Kern Adv. Agcy	Advertising AgevC. F. Kern, Owner
The Condon Co., IncTacoma, Wash	Advertising Agcy John Condon, Pres.
	E. Larry Jardeen, Vice-Pres. & Sec'y
The Deane Co	Advertising Agency. Julian L. Deane, Pres.
	Richard W. Griswold, Vice-Pres.
	Charles H. Gillette, Secy. Treas.
	Richard M. Potter Chairman of Roard
Thomas Kivlan, IncChicago	Poster ServiceThomas Kiylan and A. R. Frawley
Inland Newspapers, IncNew York and Chicago	Newspaper Arthur W. Cooley, Pres.: Stephen B.
	Representatives Brigham Vice-Pres
The Gotham Photo-Engraving. 229-239 West 28 St., New York	Engravers A. G. Aprikan, Pres.: E. A. Sanders.
Co.	Sec'v-Treas.

### PUBLICATION CHANGES AND APPOINTMENTS

"The New York Times"
"Florida Morning State," Tallahassee, and Appoint Frost, Landis & Kohn, Inc., as their National Advertising Representative. "Times," Hendersonville, N. C.
"Times-Dispatch," Richmond, Va
"Sports Afield," Chicago
Representative; Carl McNealey as its Pacific Coast Representative, and K. K.
Alberts as its Minnesota Representative.
"Shipper and Carrier" Heretofore published by Evans-Brown Co., Inc., New York, has been purchased by
Frank H. Tate and will be merged with "Packing and Shipping."
"Free Press," Knoxville, Tenn
"Life," Bridgeport, Conn
"Star," Kansas City and the "Times,"
Kansas City by Irwin Kirkwood.

### **MISCELLANEOUS** The Crowell Publishing Co. nublishers of the "Woman's Home Companion" "The American Magazine" "Collier's the National

The crower rubishing co., publishers of the woman's frome companion, The American magazine, Comers,	the mational
"Weekly," "Farm and Fireside" and "The Mentor," announce the opening of a Pacific Coast Office at 485 California Str.	eet, San Fran-
cisco, with W. Hubbard Keenan as Pacific Coast Mgr.	•
The Fox Adv. Agcy. and the Tom H. Bartel Have merged into the Bartel Co. with T. H. Bartel, Pres. & H. V. Fox.	Vice-Pres.
Co., Detroit	
Consider a Data to No. V. L. Tr. 1 C. 1	7 /37 T \

Consolidated Publishers, Inc., New York..... Has been formed to acquire stock control of "The Toledo Blade," The Newark (N.J.)

"Star-Eagle," "The Duluth Herald" and "The Lancaster (Pa.) New Era." All stock
will be held by Paul Block, Pres. and his associates in the management of these newspapers.

The Ralston Phrina Company, St. Louis..... Has purchased the Ry-Crisp Co. of Minneapolis, makers of "Ry-Crisp" health bread. Condon-Milne-Gibson Co., Inc., Tacoma, Wash. Name changed to Milne-Ryan-Gibson, Inc. Baldwin-Whitten-Ackerman Nurseries,....... Name changed to O. A. D. Baldwin Nursery Co. Bridgman, Mich.
"School & College Cafeteria"......Name changed to "School Feeding Management"

### CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To	
Herr Adv. Agcy	. Advertising A	gencyMcKnig	ht Bldg., MinneapolisBa	ker Bldg., Minneapolis
"Concrete" (New York Office)	. Publication	441 Lexi	ngton Ave., New York100	West 42 St., New York
Sherman & LeBair, Inc	Advertising A	gencyll6 Wes	t 32nd St., New York183	Madison Ave., New York
Wortman Brown & Co., Inc	. Sales Counsel	& Adv298 Gen	essee St., Utica, N. YTh	e Mayro Bldg., Bank Pl., Utica
1	Service		1	
The "Cleveland Shopping News"	. Publication	1435 Eas	st 12th St., Cleveland530	9 Hamilton Ave., Cleveland

# Alert Women of 1926

MEN have always held curious ideas about women. They delight in generalizations about a sex which is infinitely various.

In his own home the male is habitually an unobservant creature. Leaving after breakfast and returning at dusk, he judges the household doings by what he sees in the morning rush, the evening hush or the abnormal régime of the week-end.

Man is prone to separate women offhand into two broad classes—the Always-at-Homes and the Never-at-Homes. The first, says he, are the nation's house-keepers; they cook, sew, clean, care for the children; they never go anywhere or do anything outside their own four walls, and each day's great event is the home-coming tread of milord. The others are the clubwomen, who play all the bridge, pour all the tea, serve on all the committees and make all the speeches; never bothering their buzzing heads with such matters as food for the master or shoes for the babies.

All of which is patently exaggerated when written down; yet it is precisely what hovers in the back of some masculine minds, prejudicing their actions in such practical matters as selling and advertising to women.

If you will look it up you will find that 89.9 per cent, of the women of America have no servants, and that nevertheless there are millions of members of the women's clubs.

Every day and everywhere women are driving through their housework in order to snatch a few hours in the afternoon for sport or culture or public affairs.

An observer in any town may witness the famous five o'clock scramble when the meetings and parties break up so that each wife may dash home and start the supper before her husband looms in sight.

Men who do not try to do so, simply do not understand the alert women of 1926.

The alert women are not those who have jewels and servants, ancestors and college degrees, large bank accounts and large leisure.

The alert women are found in every stratum of every community, at every income level. Most of them are doing their own work. Most of them are also doing their share of the community's work—much more, it may be said, then their men are doing, in church and club, for hospital and charity, in politics and the arts, for neighborhood, city, state and nation.

With the same pencil the alert woman writes down the shopping list and the notes for her discussion at the reading circle. Over the same telephone she orders the family food and reminds twenty fellow club members of the meeting to-morrow. In the same magazine she seeks out new home equipment and studies to keep abreast of the affairs of the world outside.

You cannot, however, safely generalize about alert women. They have no common characteristic except their alertness. They number several million, scattered widely, varying in buying power, social standing and education. Each is well known in her circle of intimates and acquaintances as a center of influence, one whose word of month carries conviction and whose example is forceful. Merchants know her, seek her trade and recommend to other customers the goods which she favors.

By the very fact of their alertness, these women become readers of THE LITERARY DIGEST. As shown by exact analysis, there are now 2,415,086 women and girls reading this weekly magazine. A women's market of great size and unmatched influence.

# The literary Digest

ADVERTISING OFFICES: NEW YORK, DETROIT, CLEVELAND, CHICAGO



# Advertising • The NEWS DIGEST • Issue of July 28, 1926



### CONVENTION CALENDAR

Organization	Place	Meeting Date	
Financial Advertisers Ass'n	Detroit	Annual	Sept. 20-24
Art-in-Trades Club	New York (Waldorf Astoria	Hotel) Annual	Sept. 28-Oct. 27
			(Except Sundays)
Window Display Adv. Ass'n			
American Ass'n Adv. Agencies	Washington, D. C		Oct. 20-21
Direct Mail Adv. Ass'n (International)	Detroit (New Masonic Templ	e) Annual .	Oct. 20-22
Andit Bureau of Circulations	Chicago (Hotel La Salle)		Oct. 21-22
Ass'n of National Advertisers, Inc	To Be Decided Later	Annual .	
International Advertising Ass'n	Denver. Colo	Annual	Inne 5.10 1027

### **DEATHS**

Name	Position	Company	Date
W. J. Doulan	Acct. E	ExecutiveLennen &	Mitchell
Fred G. Hatcher	Preside	nt Hatcher &	Young, Chicago July 18, 1926
Wilson F. Brainard	Vice-Pro	es Ruggles &	Brainard, New York
			(In Rio de Janeiro)

"To rise above mediocrity ~~ requires enthusiasm and a determination not to be satisfied with anything short of one's ideals." ~R:R:Updegraff



Designed by Lucian Bernhard for Jerome E. Walter

To produce engravings that are above the average has always been the purpose of this organization. It is a purpose of which we have never lost sight, and a purpose which our policy of employing only the most skilled workmen has always allowed us to accomplish. If you are dissatisfied with your present engraving because you feel that its quality is only "average" we will be pleased to place the facilities of our organization at your disposal.

# ALL ROADS LEAD TO PHILADELPHIA THIS YEAR

Attracted by the great Sesqui-Centennial Exposition, millions of motorists will pack the roads to Philadelphia, using up gasoline, oil, tires and supplies as they go. Whatever goods or services you have to offer, whether automotive, food, beverages, or any other, Outdoor Advertising is the only medium that will tell your story to these motorists as they pass.

One Park Avenue General Outdoor Advertising Co.

Harrison & Loomis Sts. Chicago, Illinois

Sales Offices and Branches in 44 other cities

### 4

### "I don't know what it is. But I know it is good."

The treasurer, handing back the sheet of Crane's Bond to the purchasing agent, approved the Company's new letterhead with this wise comment.

He knew nothing about the technique or materials of paper-making. He didn't know anything about rag stock or wood pulp—but he knew the voice of quality as it spoke out of the beautiful, strong, crisp sheet of Crane's Bond. And he knew that that was the right voice for a good house to use when it had something to say.

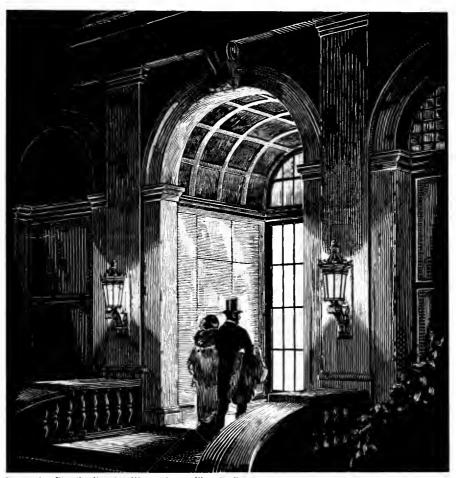
Made of 100% new white rags, Crane's Bond is as fine a paper as can be made for business purposes. It is water-marked and dated at Dalton, and it carries with it the name "Crane" which enjoys the high esteem of large manufacturing corporations, business institutions, the major stock exchanges, and twenty-two governments.

To the executive in charge of purchasing: Ask your printer, lithographer, stationer, or die stamper to let you examine sample sheets of Crane's Bond in white or any of nine colors.



CRANE & COMPANY INC. DALTON, MASSACHUSETTS

### PUBLISHED FORTNIGHTLY

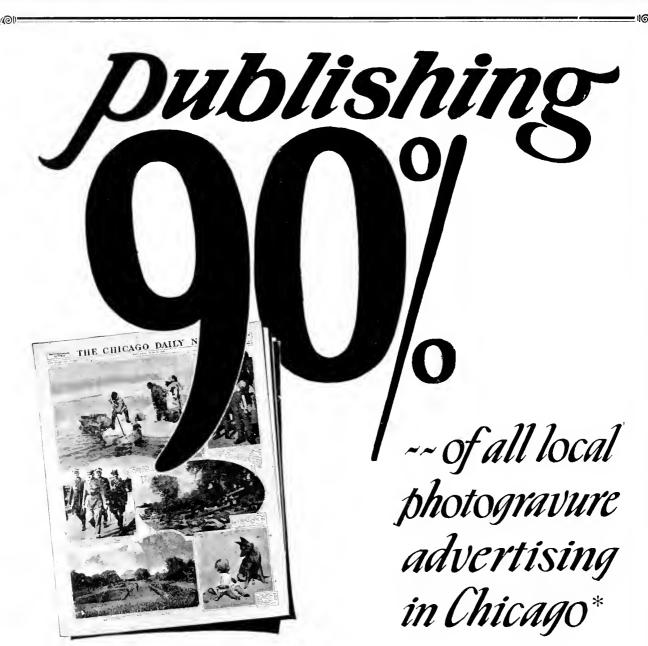


Drawn by Pitt Studios for Westinghouse Electric Company

AUGUST 11, 1926

15 CENTS A COPY

"Something Has Happened Since 1920" By G. LYNN SUMNER; "Reducing Distribution to Its Simplest Form" By E. M. West; "How the Small Town Is Spreading Out" By H. A. Haring; "Teaching Your Salesmen to Teach" By James Parmenter; "Industrial Advertising Has Taught Us" By G. H. Charls



\*The Daily News published 116,955 agate lines in the first six months of 1926 as against 11,345 lines in the next Chicago paper.

The Saturday Photogravure Section of

### ADVERTISING REPRESENTATIVES

New York J. B. Woodward 110 E. 42d St. DETROIT
Woodward & Kelly
Fine Arts Building

CHICAGO Woodward & Kelly 360 N. Michigan Ave. SAN FRANCISCO
C. Geo. Krogness
353 First Nat'l Bank Bldg

# The LIFE STORY of every motor is written in OII



Using bonest repair man will tell you that more than 75% of all motor repairs are caused by the failure of a motor oil. Safeguard your motor with Veedol, the oil that guest be film of protection, thin as tissue, smooth as silk, tough as steel.

DESERTED, in the quiet of the garage, stand long lines of cars, touched here and there by dusty fingers of sunlight

What a story the doctor's weather-worn coupe could tell of brave, old motor's race with death through a cruel sleet-torn

And what entertaining yarns that globe-trotting landaulet could spin of the strange dark ways of Algerian repairmen

While the vellow toadsters tale would be a bitter one and sad, of a proud, young engine, burned-out in its youth through recklessness and lack of care

STORIES of long and faithful service and index a served pignon. Then, the repair solds are the bottom of even the faithful service and big bills. motor's story responsible for good per formance and bad performance alike, you would find—a motor oil

For the actual performance of every motor depends largely upon a him of oil-

### A motor-oil's job

Your motor oil s job is to safeguard your motor from deadly heat and friction the twin enemies responsible for three-lourths of all engine troubles.

or all engine troubles. In action, your motor-oil is no longer the firsh, gleaming liquid you saw poured into your crankcase. Instead only a thin film of that oil holds the lighting Interal limitshed by blinding shrivelling heat assaled by tearing, grinding fiscion. In spite of those attacks the oil-film must remain unbiochen, a thin wall of defense, protecting vital motor paris from deadly heat and friction.

### Ordinary oil films fail

Under that retrific two-fold punishment Under that tertine two-tool punishment the film of ordinary oil often breaks and burns. Then vicious heat attacks directly the unprotected moror pairs. And through the broken film, bur, raw meral chafes against metal.

Insidious friction begins its silent dogged work of destruction. And finally you have a burned-out beating, a scored

### The "film of protection"

Tide Water Technologists spent years in studying not oils alone, but oil plan. They made hundreds oil laboratory experiments and tood tests. Finally, they perfected, in Veedol, an oil that offers the imosi resistance to deadly hear and friction An oil which gives the" film of protection 'thin at thise, smooth as silk, tough as sied.

Give your own motor a chance to write its story not in ordinary oil but in Veedol Then it will be a long history of faithful, economical service

Tide Water Oil Sales Corporation



One of a series of advertisements in color prepared for the Tide Water Oil Sales Corporation

# Facts need never be dull

THIS agency was one of the first Let to adopt the policy of "Facts first -then Advertising." And it has earned an unusual reputation for sound

Yet this organization does not, nor has it ever, confused "soundness" with "dullness." It accepts the challenge that successful advertising must compete in interest, not only with other advertising, but with the absorbing reading matter which fills our presentday publications.

We shall be glad to send interested executives several notable examples of advertising that has lifted difficult subjects out of the welter of mediocrity.

JOSEPH RICHARDS COMPANY, INC. 257 Park Avenue, New York City

RICHARDS \* \* \* Facts First \* \* then Advertising

First six months, 1926

	Agate lines	GAIN lines	Per Cent GAIN
January	220,803	39,309	21.7%
February	293,988	70,791	31.7%
March	364,260	102,594	39.2%
April*	396,486	105,483	36.2%
$May^*$	416,232	122,319	41.6%
June	393,897	160,290	68.6%

<sup>\*</sup>Largest linage in history, two months in succession.

# **PROOF** 1. of the market 2. of the medium

NATIONAL advertising in The Indianapolis News for the first six months of 1926 was 40.4% greater than for the same period in 1925.

1925 was the year of greatest total linage in the 56-year history of The News and the greatest national linage since 1919. Yet the first six months of 1926 were 600,000 lines ahead of the same period last year.

A forty per cent gain coming on top of a previous high mark that climaxed a 56-year supremacy is positive and unanswerable proof of the market and the medium.

The Indianapolis Radius is worth intensive cultivation. Forty per cent greater investments by national advertisers is proof. The Indianapolis News more overwhelmingly than ever before is their choice

The bare fact of this remarkable linage increase is sounder proof of the importance of the Indianapolis Radius market and the ability of The News to cover it than any words or argument.

### THE INDIANAPOLIS NEWS

# Everybody's Business

### By Floyd W. Parsons

WAS born and raised almost within sight of an oil derrick. At that Pennsylvania and West Virginia were the great oil producing States. Almost everyone living in that section of our country invested at least a few of their dollars in the hazardous business of prospecting for petroleum. Some made fortunes, but the majority lost. The uses for oil were limited and gasoline was a nuisance.

Then came the automobile and people began to worry about an adequate supply of liquid fuel for that day in the future when we would have five or six million motor cars in our country. If someone had predicted that within about a quarter of a century we would be running 25,000,000 automobiles in America and still have no

scarcity of motor fuel, he would have been laughed at and his sanity would have been questioned.

For more than a generation we have heard it prophesied that our oil resources would soon be exhausted. But in the face of such forecasts production has climbed steadily upward. This has brought such a change of opinion concerning petroleum that the public mind is no longer fearful of the future. The large producers of oil, unable to agree upon a plan to stop the criminal rape of this vital and precious substance, became panicky a few years ago when the new flood of oil that swept over the land threatened to smash prices.

An excited effort was made to substitute oil for all other kinds of fuel in the hope that consumption might be made to equal output. A campaign was started to sell oil for industrial and domestic heating. It was offered as a substitute even for low grades of coal. In some towns already, one out of every ten wired homes has an oil burner. Most of these burners are sold on a partial-payment plan. One recent survey showed about 1700 companies manufacturing some kind of an oil burner. One manufacturer has increased his business 1200 per cent in less than three years. Another company increased its 1925 business 3000 per cent over 1924. Still another investigator estimates that more than 600,000 new oil burners will be installed in American homes this year.

The leaders of the oil industry got out a lengthy report in order to allay any apprehension on the part of the public concerning the future. This tells us that after natural flowing and pumping has brought up all the oil possible from the existing wells by present methods, there will still remain in the ground billions of barrels of crude oil. Much of this remainder



© Ewing Gallowa

can be recovered by improved processes such as flooding with water, introducing air and gas pressure, and mining. Furthermore, the optimistic outburst of the experts tells us of a probable supply of hundreds of billions of barrels of petroleum that can be obtained from shale, coal and lignite.

Never were statements more misleading, or more calculated to hurry us on to a national disaster. The mere fact that past predictions of an oil famine have proved untrue does not mean that present warnings will likewise fail to materialize. The important point is not oil production, but oil consumption. At the rate we are now burning petroleum, the entire production of Pennsylvania from the day the first well started to flow up to the

present moment would now be used in less than thirteen months. The production of Ohio from the very beginning would now take care of our needs for only nine months; of Illinois, six months; of West Virginia, six months; and of Indiana, two months. These States will never come forward again as great oil producers, and the same story will cover the history of oil in Colorado, Oklahoma, Texas and California.

The present flood of oil was brought on by the recent successful development and application of those marvelous scientific devices—the torsion balance and the seismograph. Six of the eight large pools lately discovered in our country had no visible oil structure and could not have been found by old methods, except through accident. Science will not again duplicate this feat. Practically all of our probable oil territory has now been explored and is either exhausted or in the process of exhaustion. There are large quantities of oil untapped in other parts of the world, but these supplies will not flow to us cheaply, if at all. The billions of barrels of oil that we are to get from coal will cost a pretty penny. If we were to carbonize every pound of coal now burned in the United States. we would get only enough motor fuel from this source to satisfy five per cent of our present demands for gasoline.

When an oil famine does come, it will appear almost over-night. People will not, even then, contribute to build up a shale-oil industry until it is proved the shortage is permanent. No large amount of capital will be available.

Let no one doubt we will live to regret the foolish policy of permitting a condition to develop wherein oil can be used for purposes that could be taken care of by coal and its by-products.

# The Survival of the Alert

When danger was near, the watchman in the old Italian villages sounded the alarm by crying through the streets:

"All' erta! All' erta!" which meant "All watchful!"

Remington was alert, when, forty years ago, the day passed in which every man must own a firearm. Keenly watchful, Remington foresaw a writing machine in every office and turned the resources of its factories to the manufacture of typewriters.

The duPont company, alert to industrial changes, saw that it could not grow through the manufacture of explosives alone, and its watchful research laboratories developed, among a score of new products, pyralin and duco.

Dodge Brothers, successful foundry men, alert to changing times, turned from contract work for others to the manufacture of a car of their own and all the world knows their name and emblem.

Studebaker farm wagons trundled over every by-way, thirty years ago. Now, because Studebaker turned an attentive ear to the rumble of new vehicles in the distance, the same farmers who bought Studebaker farm wagons ride in the luxury of the Studebaker big six.

A Philadelphia cabinetmaker, alert to changing markets, now owns contracts for supplying phonograph and radio cabinets to large manufacturers in each field.

In Nation's Business each month, alert manufacturers and associations that use its advertising columns are combing all industries for those new markets which may be their primary markets tomorrow, and for suggestions of those new products which may be their principal products tomorrow.

Markets are changing daily. A constructive revolution is under way. Only the alert will survive.

All'erta!



PUBLISHED MONTHLY AT WASHINGTON BY THE CHAMBER
OF COMMERCE OF THE UNITED STATES

223,000 Subscribers Member A. B. C.

# Birmingham Going Steadily Forward

### New Furnaces to Light the Sky

Birmingham's sky is ablaze every night with the lights of its furnaces as they turn out their roaring tons of pig iron.

Four new furnaces will soon be added with a capacity of 1600 tons daily to swell the annual output of 2,500,000 tons.

Birmingham's market for its iron and steel products is ever widening and its annual production is constantly growing.

Plans call for the construction of four additional furnaces, work to start on these some time after September first.

# \$2,500,000 Plant for Du Pont Interests

E. I. Du Pont De Nemours & Co. will build a plant for the manufacture of high explosives in the Birmingham district. Work will be started this fall and plans call for the expenditure of over \$2,500,000. The plant will be one of the largest in the country and located on a 1240 acre tract near Birmingham.

Several hundred men will be employed when operating starts. This will be the second major explosive plant in this district, the Hercules Powder Co. having a modern extensive building just south of Birmingham.

# Public Improvements Now Under Way \$3,000,000 Weekly Payroll in Birmingham Today \$4,300,000

The News continues to be a constant reliable influence in the daily lives of all citizens in the Birmingham district

The News Gives to Advertisers

Concentrated Circulation
Complete Effective Coverage
True Reader Acceptance
Permanent Prestige
Results—With Profits

National Advertising Gain First Seven Months 1926 Over 1925

234,570 Lines

### Growing As Birmingham Grows

# The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

National Representatives: KELLY-SMITH COMPANY

Waterman Building Boston, Mass. Atlantic Building Philadelphia, Pa. Tribune Tower Chicago, Ill.

Marbridge Building New York City

J. C. HARRIS, Jr., Atlanta

33.9M.2533

# The FOURTH ESTATE exhausted!

Not even extra print orders for the July 24th and 31st issues sufficed to meet the demand for extra copies of this publication in its new form.

"One does not have to be told the Fourth Estate has been completely rejuvenated. It shouts that fact on every page"—writes one agency executive.

Be sure you see it! A single dollar bill pinned to your letterhead and mailed today will bring you the next twelve issues.

The Fourth Estate under entirely new ownership is published at 25 West 13d Street, New York City.

### PITTSBURGH LINAGE

Several weeks ago *Editor & Publisher* published comparative advertising linage figures of the newspapers of the larger cities. As Pittsburgh is the third largest market in the United States the linage figures of Pittsburgh newspapers should have been included. The following is a compilation made by De Lisser Bros. Incorporated, Accountants and Auditors for the period from January 1, 1926, to June 30, 1926.

Daily	Local Display	Foreign Display	Classified	Total
PITTSBURGH PRESS	6,074,015	1,478,988	1,368,933	8,921,936
Chronicle Telegraph	4,595,848	1,188,862	421,810	6.206,520
Sun	3,768,747	545,998	290,728	4,605,473
Gazette Times	1,739,400	789,892	480,666	3,009,958
Post	1,842,455	797,078	437.212	3,076,745
Sunday				
PITTSBURGH PRESS	1,836,031	835,422	1,108,041	3,779,494
Gazette Times	1,322,945	594,674	451,367	2,368,986
Post	1,305,552	585,647	394,151	2.285,350
Daily and Sunday				
PITTSBURGH PRESS	7,910,046	2,314,410	2,476,974	12,701,430
Gazette Times	3,062,345	1,384,566	932,033	5,378,944
Post	3,148,007	$1,\!382,\!725$	831,363	5,362,095

THE PITTSBURGH PRESS, Daily and Sunday, seven issues, had a net gain of 1,036,596 agate lines over the same period a year ago, compared with a gain of 765,758 for the Gazette Times, Morning and Sunday, and the Chronicle Telegraph, Evening, thirteen issues. In the same period THE PITTSBURGH PRESS, Daily and Sunday, seven issues, had a net gain of 174,832 agate lines in National Advertising, as compared with 121,744 for the other papers, thirteen issues.

THE PITTSBURGH PRESS, Daily, has 33,254 more net paid circulation in the city of Pittsburgh than both other evening newspapers combined, and the Sunday Press has 22,673 more net paid circulation in Pittsburgh than both other Sunday newspapers combined!

THE PITTSBURGH PRESS, Daily and Sunday, carries more advertising than any morning, evening and Sunday combination in Pittsburgh. THE PITTSBURGH PRESS has one of the lowest milline rates in the United States.

### THE PITTSBURGH PRESS

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York



36 Point Cloister is a face that can be safely used in almost any form of advertising as it

30 Point Cloister is a face that can be safely used in almost any form of advertising as it combines strength 30 Point Cloister Italic is a face that can be safely used

24 Point Cloister is a face that can be safely used in almost any form of advertising as it combines strength, dignity and beauty. 24 Point Cloister Italic is a face that can be safely used in almost any

18 Point Cloister is a face that can be safely used in almost any form of advertising as it combines strength, dignity and

18 Point Cloister Italic is a face that can be safely used in almost any form of advertising as it combines strength, dignity and

14 Point Cloister Wide is a face that can be safely used in almost any form of advertising as it combines strength, dignity and beauty. It is derived from the justly famous Roman of

10 Point Cloister Wide is a face that can be safely used in almost any form of advertising as it combines strength, dignity and beauty. It is derived from the justly famous Roman of Nicholas Jenson which was in turn based on the classic Roman inscriptions. Cloister



12 Point Cloister Wide is a face that can be safely used in almost any form of advertising as it combines strength, dignity and beauty. It is derived from the justly famous Roman of Nicholas Jenson which was in turn based on the classic

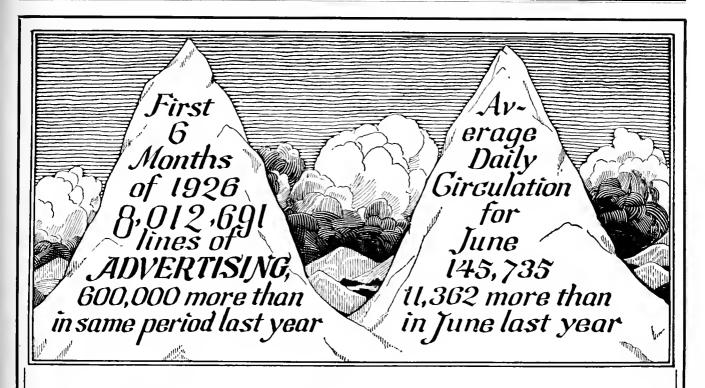
8 Point Cloister Wide is a face that can be safely used in almost any form of advertising as it combines strength, dignity and beauty. It is derived from the justly famous Roman of Nicholas Jenson which was n turn based on the classic Roman inscriptions. Cloister Wide is a face that can be safely used in almost any form of advertising as it combines strength, dignity and

TRADE LINOTYPE MARK ?

MERGENTHALER LINOTYPE COMPANY

Department of Linotype Typography, 461 Eighth Avenue, New York

580.26.8-1



# NEW HIGH PEAKS

### of Advertising and Circulation

The Buffalo Evening News has reached new heights in advertising. Advertising volume this year is better than ever—now running at the rate of more than a million lines better than the best preceding year—1925. The record shows

for the first six months of 1926

### 8,012,691 Lines of Advertising

The News has gained tremendously in circulation. A steady increase continues through the ordinarily slow summer months. June, this year, shows a gain of 11,362 daily.

Net Paid for June, 1926,

### 145,735 Average Daily Circulation

The News today, more than ever, is the big, effective advertising medium for the Western New York territory.

Cover the Buffalo Market with the

### BUFFALO EVENING NEWS

A. B. C. Mar. 31, 1926 134,469 EDWARD H. BUTLER

Editor and Publisher

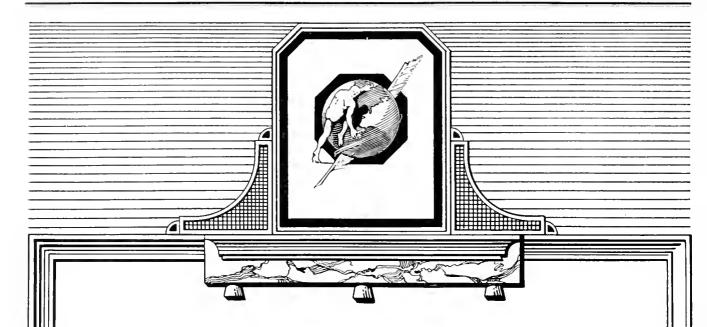
Present Average Over 145,000

Marbridge Bldg., New York, N. Y. Waterman Bldg., Boston, Mass.

KELLY-SMITH CO.

National Representatives

Tribune Tower, Chicago, III. Atlantic Bldg., Philadelphia, Pa.



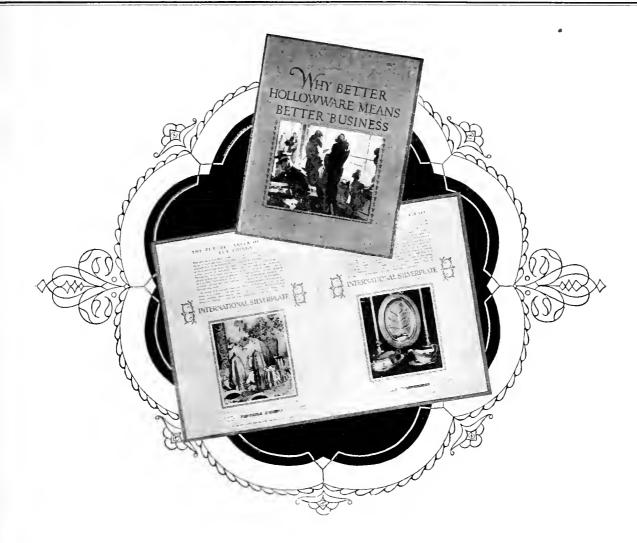
# Specialists in the Tangible

It has been said that the advertising agency deals with a decidedly intangible quantity. In this regard, speaking for ourselves, we contribute the most tangible quantity known to the salesman—a thorogoing knowledge of the retail selling-nature and of the consumer buying-nature. With this simple tool are induced conviction favorable to the wares of our clients and inquiries for their merchandise. A statement of the commonplace, this, but it involves a thought and a purpose which seem to be lost, too often, in the rataplan of drums and the blare of brass.

### The Geyer Company Advertising

Third National Building, Dayton, Ohio

WEC



# CHARACTER

GET more of it into your sales literature. Into your booklets, your portfolios, counter leaflets, and broadsides. For character *impresses* just as surely in your printed salesmanship as it does with your traveling salesmen!

Cantine papers help the pressman tremendously to put character into your printed matter. Less finely surfaced papers hinder him—and lower the sales value of the finished job. Experience has proved it many times, if proof were necessary.

Since 1888, fine coated papers have been the sole output of The Martin Cantine Company. Since 1888, they have been noted for their impressive printing surfaces. Write for book of sample papers. The Martin Cantine Company, Dept. 000, Saugerties, N. Y.

### CONTEST WINNER

For the quarter ending June 30th, the International Silver Company's sales portfolio was judged the most meritorious printing on a Cantine paper. It was both planned and produced by N. W. Ayer & Son, Philadelphia, Pa.



# Cantine's

COATED PAPERS

CANFOLD

ASHOKAN NO. 1 ENAMEL BOOK ESOPUS

**VELVETONE** 

LITHO C.1S

# Is selling the one of your

### Successful Boston retailers prove the existence of a key market upon which to concentrate advertising

Boston seems to be a city with a shopping radius of at least 30 miles.

It actually is a city with only a 12 mile shopping area.

This fact the Boston Globe discovered in a recent investigation of Boston. It discovered that despite a dense, rich population making almost an unbroken city for 30 miles around City Hall, Boston department stores make 74 per cent of their package deliveries to customers living within 12 miles.

They obtain 64 per cent of their charge accounts within this same 12 mile area.

Estimates from some authoritative sources credited as high as 90 per cent of all business volume to the population living within 12 miles.

# The Globe concentrates upon Boston's key market

That population numbers 1,700,000.

It forms two-thirds of all the population living within 30 miles of Boston.

It is rich—with an average per capita wealth of about \$2,000.

Here, within this 12 mile area, the Sunday Globe has the largest newspaper circulation in Boston. This is the Globe's market. Daily and Sunday the Globe delivers an almost equal volume directed against this key retail trading area.

And because of this uniform seven-day concentration upon the key market the Globe carries Sunday as much department store lineage as the other three Boston Sunday newspapers combined.

During 1925 the Globe had daily a commanding lead in department store space.

That is only logical. These Boston stores know their market in great detail. Their sales figures must reflect the Globe's concentration upon the most representative homes. And so the stores use the Globe first.

# Concentrate your advertising through the Globe

Always the sound plan is: Cover the key market first and heaviest. Command this and you will ultimately command all.

The Globe offers every advertiser this command of Boston's key market.

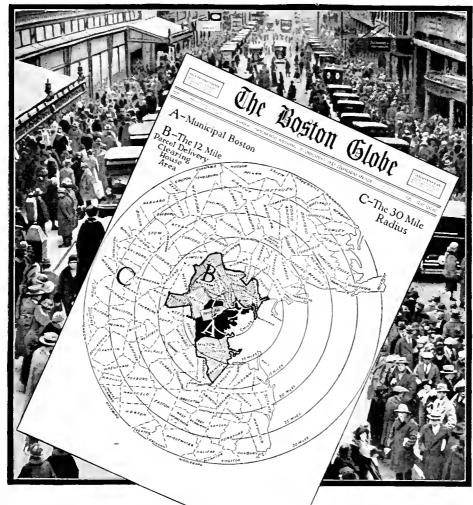
No, Boston is not peculiar—not different from other cities. It seems different only because a habit has grown up of thinking loosely of Boston's buying habits—of claiming for Boston a trading area based entirely upon what people *might* do instead of upon what they actually do.

If you will accept the evidence of faith which Boston department stores have in the 12-mile Boston key market you will see why the Globe is Boston.

### TOTAL NET PAID CIRCULATION IS 279,461 Daily 326,532 Sunday

It is pretty generally true in all cities with large suburban population that, in the metropolitan area, when the Sunday circulation is practically the same or greater than the daily circulation, there is proof of a real seven-day reader interest with a minimum of casual readers of the commuting type.

# Boston market problems?



In the Area A and B, Boston's 12-mile Trading Area, are

- 64% of department store charge accounts
- 74% of all department store package deliveries 61% of all grocery stores
- 57% of all drug stores

- ·60% of all hardware stores
- 57% of all dry goods stores 55% of all furniture stores
- 46% of all automobile dealers and garages

Here the Sunday Globe delivers 34,367 more copies than the next Boston Sunday newspaper. The Globe concentrates—199,392 daily—176,479 Sunday.

# The Boston Globe The Globe sells Boston

# Rotogravure in THE KANSAS CITY STAR

BEGINNING in its Sunday issue of September 5, The Kansas City Star will publish a rotogravure section.

This announcement opens to advertisers for the first time the opportunity of covering Kansas City with roto. In addition, it provides an outside circulation of more than 135,000 copies in a district which is basking in the prosperity of the second largest wheat crop in its history.

The *total* circulation of The Sunday Kansas City Star is 282,631—A. B. C. six-month average for the period ending March 31.

The quality of The Kansas City Star's rotogravure section in both printing and subject matter will be in keeping with The Star's reputation of producing the best. An immediate and considerable increase in circulation is expected.

Advertisers are urged to make reservations now for the fall and winter season.

### Mechanical Requirements and Rates

The roto page will be 7 columns wide by 280 lines deep—1,960 lines to the page. Type page will be 15 inches wide by 20 inches deep. Width of column 2½ inches.

Advertising Rate:
Per line, flat 85c
Closing date 14 days in advance

Chicago Office 1418 Century Bldg.

New York Office 15 E. 40th St.

### THE KANSAS CITY STAR

EVENING 250,597

MORNING 247,404

SUNDAY 282,631 WEEKLY STAR 397,201

# Advertising & Selling

VOLUME SEVEN—NUMBER EIGHT

August 11, 1926

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What Our Years of Industrial Advertising Have Taught Us George N. Charls	22
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R. G. LYNN SUMNER is a writer on advertising whose ability and experience make his observations worthy of the closest attention. In this issue he explains to the puzzled advertiser just why he now inevitably receives proportionately less returns from his advertising money than he did formerly. A group of people is taken from 1920 to 1926, and it is shown in how many ways their mode of living has changed so as to make the struggle of an advertisement for their attention notably more difficult and, consequently, more expensive.

### M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

NEW YORK: F. K. KRETSCHMAR CHESTER L. RICE

SAN FRANCISCO: W. A. DOUGLASS, 320 Market St. Garfield 2444

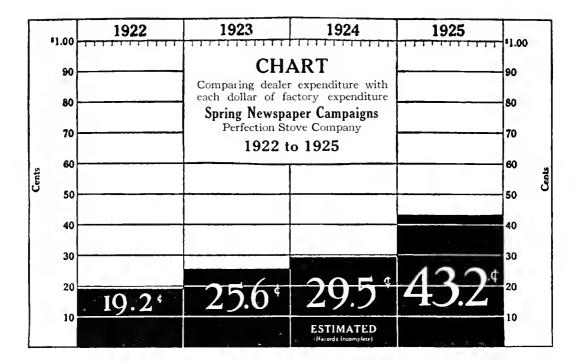
CHICAGO: JUSTIN F. BARBOUR Peoples Gas Bldg.; Wabash 4000

NEW ORLEANS: H. H. MARSH Mandeville, Louisiana

CLEVELAND:
A. E. LINDQUIST
405 Swetland Bldg.; Superior 1817

London: 66 and 67 Shoe Lane, E. C. 4 Telephone Holborn 1900

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# How many cents do your dealers spend when you spend a dollar?

GETTING THE DEALER to do his part, when the factory puts special effort into his territory, is an important feature of our work.

It's important because the extent of a dealer's advertising is frequently a good measure of his sales activity.

We have developed a special-

ized system designed to secure the maximum dealer tie-up with the program. It co-ordinates the efforts of the salesman and the local newspaper and gets results like those shown above.

Exact methods in the management of campaigns help to make the advertising dollar go farther.

# THE H.K.MCANN COMPANY Advertising

NEW YORK CHICAGO CLEVELAND LOS ANGELES



SAN FRANCISCO MONTREAL DENVER TORONTO



AUGUST 11, 1926

# Advertising & Selling

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# Something Has Happened Since 1920

The World Has Turned Over; You Are Now on Your Back

By G. Lynn Sumner

we were unacquainted with what the outside world was doing or thinking about. My father in his day was a great reader. It was well known to the local postmaster and to neighboring farmers with borrowing tendencies that he was a great magazine reader.

He drove the five miles to town Wednesdays and Saturdays and always found mail in Box 535. There was bound to be mail because we took the twice - a - week edition of the Detroit Free Press. On Saturdays the Free Press had as company in its compartment the Youth's Companion and The Michigan Farmer.

But on certain notable days each month the box was fairly bursting with mail. For my father subscribed to all the important national magazines of his time-yes, all three

ERSONALLY, we spent the of them: Munsey's, McClure's and read Hall Caine's novels, then run-Mauve Decade on a farm six the Cosmopolitan. I recall as vividly miles northwest of Montague, as if it were yesterday the intense bell's "Life of Lincoln" in McClure's;



Courtesy American News Trade Jou

THE advertising man of a less complex age would seem to have had an easier time of it. Competition for the publie's attention was definitely less strennous than it is to-day. Within the last six years a truly phenomenal increase in the birth and sale of magazines has been only one of a number of distract. ing phenomena to complicate the advertiser's work

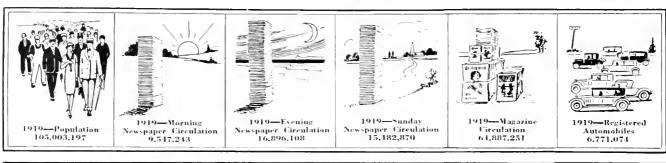
ning serially in Munsey's; Ida Tar-Michigan. But that doesn't mean interest with which the whole family the illustrated articles in John Bris-

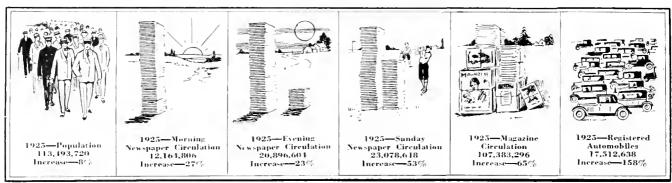
ben Walker's Cosmopolitan, and a little later the "Frenzied Finance" of the rampaging Everybody's.

Every copy of every one of those magazines was kept for monthswith one exception. The Youth's Companion was kept for years. One of my clearest memories is a mental picture of a stack of Companions that rose in one corner of the closet, from floor half way to ceiling, and contained every copy that had come into the house from 1888 to 1900.

Oh, yes, of course I am going back a long way, but eventually I am going to arrive at the point of this article and I want to give it a bit of historical background.

Twenty years pass by, as the title writers say. It is 1920. Great events have come and gone. Magazine and newspaper





publishing have developed to a degree undreamed of two decades before. Circulations of two million are an accomplished fact. The opportunity thus created to talk to great numbers of people simultaneously has made advertising both a science and an art. It is now almost possible to create a national market overnight. Mail order advertisers have discovered the secret of successful selling-what copy will pull. Yes, it is 1920 and advertising has found form, achieved an identity, developed a formula. Now we really have learned something about what has long been a mystery; now we can plan our campaigns way ahead; now we know what people read, how they react. Why it's as simple as-

But wait a minute! Is it?

The other day I received a letter that was strikingly similar to about a dozen others that have come to me during the past two years.

"We have been checking up on our advertising," it read, "and find that our inquiry costs this past year have been higher than ever before. We are particularly concerned because they have been increasing each year since 1920. Are we an exception, or has this been the experience of advertisers generally?"

And I had to write that he was not an exception, that his experience tallied with that of most mail order advertisers and that the very question that was bothering him is annoying a good many concerns seeking to get a response direct from the public.

I am assuming that this sad news will not come as a shock to any reader of ADVERTISING AND SELLING. Surely it is no secret that inquiries are harder to get than they used to be. Mind you, I don't say they aren't to be had. I say they are harder to get.

The fact is that something has happened since 1920. Some advertisers know what it is, have adjusted themselves to it and are profiting by it. Some have not. Among them are those who are most concerned about the rising cost of inquiries.

What has happened since 1920 is this: The American people, the individuals we do business with, have struck a change of pace.

RDINARILY we think of 1920 as ultra modern, but the fact is that the past six years have given the people we are trying to talk to more to do, more to think about, more amusements, more diversions, more distractions than the previous half a century. Everything has changed except the calendar. The day is no longer, the week is no longer, the month is no longer than it ever was, but into each unstretchable unit of time frantic humanity tries to cram more activities, cover more territory, see more, hear more, consume more, accomplish more than ever be-

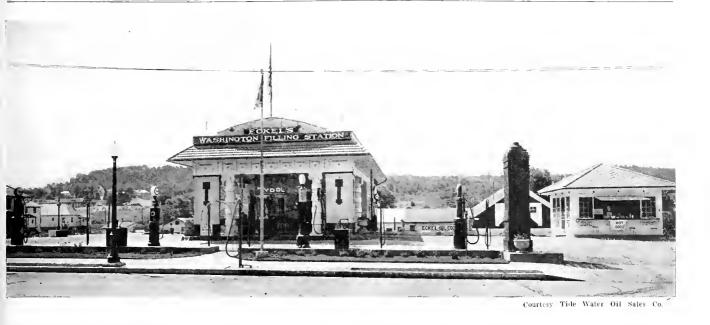
The days of 1920 were not modern. Compared with what is going on around us right now, the days of 1920 were as the Middle Ages and the days back on that Michigan farm were contemporaneous with King Tut.

There are advertisers, legions of them, who actually felt that advertising had come into its own by 1920, and they are still optimistically pursuing the plans and the methods today that they used six years ago. Possibly from a standpoint of peace of mind, they are so fortunate as not to know whether their advertising is producing now as it did then,

For their benefit and for such others as may care to sit in, I want to picture a purely theoretical group of people and see what has happened to them in these last six years. In 1919 this group numbered exactly one hundred. They were, let us believe, a typical cross section of our whole population—thirty-seven men, thirty-five women, and twentyeight children under fourteen. They were, of course, of miscellaneous occupation. Nearly all of the men and some of the women worked during the day. But what interests us most are their diversions outside of working hours, particularly what they had to read. Well, they had nine newspapers each morning, they had sixteen newspapers each evening, they had fifteen newspapers each Sunday, they had sixty-four magazines each month. They had no radio, for the radio was unknown. But they had seven automobiles, so that by taking turns the little family of 100 could all manage to take a ride two or three times a week.

And now let us drop the curtain briefly to indicate a passage of six years and see what changes time has wrought. By counting noses we find the little group of 100 has become 108. It has taken its share of the normal net increase of eight per cent in population. It is important to remember that the day, the week, the month or the year have not increased one jot or tittle or iota in length. But what has the happy

[CONTINUED ON PAGE 51]



# How the Small Town Is Spreading Out

What Effect Will This New Trend Have Upon Established Retail Outlets?

### By H. A. Haring

"I OR ten years," to quote the remark of a bank president of Bridgeport, "retailers have been trying to adjust their business to the altered buying habits of the people due, largely to the motor car. We've had to accept the fact that an automobile is preferred to household furnishings when both are not within the family's purse; that \$75 ready-made dresses are a thing of the past, to such an extent that a \$15-price level dominates the department stores.

"Now, all of a sudden, the retail situation is threatened with another upheaval. I did not realize it, myself, until this summer, but as I observe what is happening I perceive that the new movement began more than a year ago, only then I was not aware of it.

"Henry Ford and General Motors have put America on wheels. To the down-town retailers they gave a new problem of holding their trade against the tendency to decentralize; and now, within a year or two, the motoring public is disrupting the retail situation in the towns and the

smaller cities—not so much in what as in where they buy. I'll venture the assertion that in this State (Connecticut) there are ten thousand retail establishments that did not exist a year ago, and of all that number not a single one is to be found in the accepted retail districts"

Another effect of this same transition was encountered at Binghamton, N. Y. A tourist complained at a charge of \$1.25 for over-night storage of his automobile.

"We had to raise the price," explained the garageman. "Formerly they all filled up with gas and oil before they started away in the morning. It was a poor day in which we didn't sell a thousand gallons of gasoline. Now we sell scarcely a hundred. Everything's gone from this business except the straight storing."

"I don't see what's made the change," said the mystified tourist.

"Any women in your party?" queried the garageman. "Or kids?" And then he continued to portray changed motoring conditions:

"They used to fill the car in the morning to run all day. Now, that's the one thing they don't want. If they have enough gas to run for two or three hours, it's about time to draw up at one of these new-fangled filling stations where there's a Ladies' Rest-Room sign. That fellow rings up on the cash register three or four dollars that we ought to have and used to get. Then, in about another two hours, they stop at another roadside place and lay in supplies for their lunch: buns and sardines and salad dressing and bananas and a lot of stuff that they ought to have bought of the grocer here in town. I tell you, Mister, the fellows like Robinson's Roadside Market, out about sixty miles east of here, are doing the business we ought to get in Binghamton. I know, because a lot of my friends are in them. They're making money because they don't have to pay out for rent everything they take in."

An executive officer of the Chamber of Commerce in a city of 50,000 is responsible for yet another vision of the effect of motoring demands.

[CONTINUED ON PAGE 74]

# What Our Years of Industrial Advertising Have Taught Us

By George N. Charls

DVERTISING is at once the romance and the quicksand of business. It is the abstract as opposed to the concrete in sales. It is conjecture, surmise and assumption in opposition to perspicacity, acumen and comprehension. It is opinion in controversy with fact—inexplicable as the workings of the human mind, complex and intricate as the psychology it involves, yet, withal, a necessary attribute of business. What is more fickle than public opinion? Yet it is the definite task of advertising to sway, mold and solidify such opinion, primarily through the medium of the written word.

Advertising must be a cause, and it has no excuse for existence unless it produces a desired effect. Too often the artist and copywriter is so pleased with his own effort that he gazes upon it and says, "What a wonderful effect"while the salesman and distributor fail to find any effect. any concrete evidence that the advertising is producing. Such

advertising has no excuse for existing and anyone reading the thousands of advertisements appearing in our national magazines must be impressed with the enormous waste such advertising entails. Yet, when you present such a case to the advertising agent or to the man responsible for such advertising, he will tell you it is the most wonderful copy that was ever produced.

For this reason, my experience has taught me that the man responsible for producing results in any business, for keeping up sales and maintaining production, must also assume the last word on his advertising copy, to the end that each and every word, dot, comma and dash is used only after the utmost study and thought as to what effect it will have, not upon the mind of the producer of that ad, or the manager of the business, but upon the mind of



George N. Charls President, United Alloy Steel Corporation, Canton, Ohio

the subject the advertisement is in- proving wood alcohol for another. tended to reach.

Many unsuccessful advertising campaigns, to all intents and purposes, had in them the potentialities of and were almost identical with campaigns that were very successful, which only goes to prove that the advertising of each individual corporation is a thing apart, no matter how similar that corporation is to another which is advertising successfully. Sometimes one campaign will be a success and the other a failure, when to all outward appearance both are identical.

NY discussion of advertising must be predicated on the assumption that all references are made to judicious advertising, for the wayside is lined with the wrecks of disastrous advertising campaigns. Advertising has been guilty of enor-

mous waste. Many concerns have been wrecked by injudicious expenditure of money for this purpose. Those responsible have been guilty of gross neglect in management. Money has been spent on a lavish scale and disappeared into the labyrinth of advertising expenditure, never to be found again.

In the ramifications of a business such as I represent the possibility of error in advertising policy rises to the nth degree, and I have found it necessary to incline to err on the side of conservatism. It is one exception to the axiom, where errors of omission may be better than errors of commission, although each is subject to about the same criti-

Consideration must be given to all methods and mediasigns, broadsides, house publications, trade papers, class papers, newspapers and national magazines are subject to our choice, any one of which may prove a fine Tokay for one product, with the possibility of

Yet, while the problems appear legion, experience has taught us that by combining the knowledge and intelligence of the sales executive of each department with that of the advertising head we usually obtain greatest and most productive results in advertising for a given amount of money expended. This is made possible by constantly keeping in mind that advertising is selling-which has a tendency to simplify the problem. Incidentally, our experience has taught us not only to plan a budget in advertising, but to keep it—which is vastly more important.

We have learned also that to obtain the full power from an advertising campaign it must accomplish certain definite purposes, some of which are:

It must be the means of creating good will for the company, its organ-

[CONTINUED ON PAGE 54]

# Reducing Distribution to Its Simplest Terms

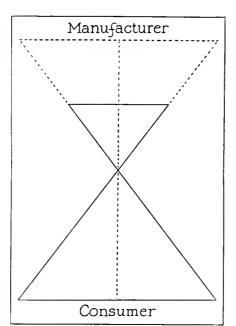
The Most Pressing Problem of American Business Can Be Solved Only by Getting Down to Fundamentals

By E. M. West

is impossible to dissociate manufacture from distribution. lacksquare The goods produced must be moved to consumers. Profits earned by efficient fabrication must not be dissipated by retardation in the movement of the product from factory to consumer. Essentially, the distributive machinery is only a continuation and extension of the fabricating machinery. Deficiencies in the one offset and vitiate efficiency in the other. The whole structure is a unit. But unfortunately, while we know much of one part of the process, we know little of the other.

If it were to be pictured graphically, it might be represented by two isosceles triangles, one inverted and resting its apex on the apex of the other, roughly resembling an hour glass. The inverted triangle represents manufacture; the upright triangle represents distribution. The base of the upper triangle represents raw materials, assembled from a variety of sources. The sides of the upper triangle represent labor added in fabrication. The product emerges at the apex; the





THIS is the manner in which Mr. West visualizes the manufacture-distribution structure. The finished product, fabricated by labor from a variety of raw materials, emerges at the apex of the inverted triangle, only to be scattered through the systems of distribution. The altitude of the manufacturing triangle is being shortened continually by increased efficiency, but the distribution triangle nevertheless remains stationary

altitude of the triangle represents the time involved in production, measures the speed of the flow. The whole process is one of assembly, converging on the apex.

Here the process is reversed; from here on, the movement is diffusion. The base of the lower triangle represents the ultimate consumer, scattered widely over a broad area. The sides represent the various functionaries serving distribution, the equivalent of the labor employed in fabrication. The altitude is the time consumed in distribution, until the final process is consummated—payment for the goods by the ultimate consumer. No profits of manufacture are earned until the goods are actually in the hands of the consumer and paid for.

The upper altitude is being shortened constantly, by more direct movement, by more skilled and organized operations. The lower altitude continues extended by indirect movements, unrelated, uncoordinate efforts; halting, repetitions and needless handling, unskilled, inefficient and uninformed service. In the upper triangle, we have highly specialized, highly organized movements exactly known and precisely controlled. In the lower triangle, we have widely generalized, discordant and unrelated movements, inexactly known and diversely controlled. Indeed, the employment of the word control applied even figuratively to distribution is almost farcical. Manufacturing has developed from the hand labor stage



to the specialized machine stage. Distribution lags close to the hand labor stage. All of the processes described to instance progressive and intelligent development are individual, fragmentary, confined, unique instances. Their very citation demonstrates the disorganization which prevails, the faltering methods which obtain. Is there need for a Distribution Census, to substitute informed and intelligently directed effort for promiscuous, trial and error methods? The question answers itself.

The whole structure is so vast, so vague, so complex, that the inclination is to turn away from it and leave efforts to simplify and understand it to the isolated, fragmentary impulses of a few progressive minds, active in their own interests, but dealing with a segment of the problem. This tendency is defeatist; it represents surrender. But it merely

postpones the day when an acute and widespread disorganization will compel attention. Why not analyze the processes, reduce them to their essential components, dissect specimens, isolate the germs of waste and failure, stimulate vital processes and promote healthy, sturdy, progressive growth?

 ${
m R}^{
m EDUCED}$  to its simplest form, the problem resolves itself thus: Manufacturing and Distribution are one-parts of the same service to consumers. A manufactured article is usable only in the hands of the consumer. All of the necessary stages through which it must pass to reach the consumer are components of the service. All must be performed, all must be remunerated; the ultimate price must comprehend them all. Raw materials are transmuted into new forms by manufacturing only to

increase their usefulness. Manufacturing invests in raw materials and labor only to liquidate the investment, enhanced. The quicker it is liquidated, the larger the profits. Time is the critical element throughout. The speed with which materials are transmuted, the speed with which they reach consumers, is the measure of profit.

The first step is, where are the consumers? The second step, what are their needs? "Where are the consumers?" is a study of population distribution. "What are their needs?" is a study of consumption. Accessibility of consumers is a measurement of the time and distance that products must be carried to reach consumers. Accessibility, too, is the measure of the service required to transport the product to the consumer. Accessibility of con-[CONTINUED ON PAGE 44]

# What a Banker Thinks About Business Papers

By O. F. Cheney

Vice-President, American Exchange Pacific National Bank

THE business press is not perfect. But I believe that the L only thing wrong with it is that it needs more of what it already If I were not so modest, I would compare the work of the business paper editor with that of the banker. Although the editor deals in a commodity much more precious than the money in which the banker deals. The business editor deals with ideas and he distributes them quite widely at a very nominal sum. Like the banker, he asks for interest, but not in per cent. He asks for us to give him our attention and our interest, and he will give us the best that is in him of thought and effort. Both the editor and the banker must be good fellows, but both must also be critical; both must learn to stap a friend on the back and if necessary also to slap him on the wrist.

merely a record, it is also a guide. The function of the business press in the machinery of our economic life is many-fold. The business paper

The good business paper is not must serve as a generator of ideas,

and as a driving engine to keep the morale of the industry growing through good times and bad times. It must also serve as a governor and as a balance wheel. It must warn against over-extension and against optimism. It must steady the machinery against those over-loads and those over-strains of those clouds in history which upset every industry at one time or another. Even more important, it must day after day seek out and remove those flaws and rusts and deteriorations, those bad practices which tend to undermine and destroy the good of every industry.

That is why in more and more fields the business paper editor is receiving greater recognition as a leader. More industries should accept him as a guide, as a sympa-Thetic critic, as a trusted advisor, as a fair arbiter, and as a lay preacher, for he is all of these.

The average vision and ability and public service is as high in the business paper field as it is in any other field of journalism today. often 1 feel that the level of the business paper field is higher. Yellowness appeals to a baser instinct. I find that the business papers have not the competition of this kind which the general newspaper and magazine has to contend with. It is significant to note that the newspapers are more and more quoting the business paper.

I am not making a plea for more support of the business press. The business paper dees not need support. What they need is only to be used. American business men, for their own sakes, must realize more clearly the potentialities of the business paper press. The great help the editorial pages can be in solving the business problems and the vital force the advertising pages can be in the stern problem of keeping this touch with the trade is of prime importance in the industry. The business press is the machinery of the nation. Its advertising and editorial pages give not only the light but they give power. If we will realize this potentiality and make use of it, the business paper would be better and stronger, and as we use them they would become more and more

Portions of an address delivered before a dinner in honor of the editor and publisher of The American Hatter.

# "Going In" for Advertising

The Young Man Without the Appropriate Qualifications Will Find That Mere Ambition Is Not Enough

### By Maurice Switzer

Vice-President, Kelly-Springfield Tire Company

HAVE often wondered what the stimulus was that impelled certain young people to adopt the business of advertising. I refer particularly to the creative rather than to the selling end. With the desire to satisfy my curiosity, I questioned a few beginners without intimating my object.

I found that some of them with college training had literary inclinations and a desire to see their creative efforts in print. In some instances an exaggerated idea of the emoluments to be gained had been the chief inducement; in others it had been simply the prospect of a comfortable white-collar job with a quasi-professional flavor, which they thought would lift them a few degrees higher in the so-called social scale.

Rarely was there a novice with any real appreciation of the necessary qualifications for the work; especially among those with the ability to write a college essay or a snappy editorial in the class monthly, or with the common gift for writing doggerel.

As to remuneration, there seemed to be a general impression that \$20,000 jobs were as thick as seeds in a watermelon. The third class may be dismissed as belonging to that group which would meet failure in any business where intelligence, persistence and industry were among the necessary elements to achieve any measure of success.

The ability to write verse or prose, even well, without other qualifications is no more a reason for engaging in the business of advertising than the ability to torture jazzed classics out of the glee-club saxophone would be a reason for attempting to lead a symphony orchestra upon coming out of college.

As to the \$20,000 jobs, all the seeker has to do is consult some of the census reports which give the



number of individuals who, even in this day of high salaries and wages, are earning that sum in the United States. He will meet a rude awakening from a beautiful dream.

Of course there are many highsalaried men connected with the agencies; but most of them write business, not copy.

RECENTLY, a sophomore I was talking to in one of the large Eastern universities handed me an essay he had written on "Choosing a Profession." He had a sharp wit, a gift of humor, the ability to write doggerel, an ear for jazz, a good physique, the desire for travel, the confidence of adolescence, the belief that youth must have its fling, the intention to take it, a rich father and no sense of responsibility so far as his becoming a useful and productive member of the community is concerned.

He treated the essay in a jocular vein because it was too much of an effort to think seriously and the subject offered opportunities that he could not resist. Nevertheless, he got a good mark from a professor with a sense of humor.

This young man flatly declines to consider the matter of an occupation when he leaves college, and when I asked him if he had any thought at all on the subject, any intention of following some natural bent-humor, for instance, as a professional writer -he said that he had given that matter a little thought, but had concluded that there was not much money in literary work, Did I agree? I said that anyone who followed art with his eye on the pay envelope was foredoomed to failure because the true artist found most of his recompense in his work; money was a secondary consideration.

"I guess I'm no artist," he replied. "I'm going to see something of life, and when I've had my fling I'll think of a career. I don't care for medicine or law," he continued. "Maybe I'll go in for advertising. I'd like to write ads. I've always been interested in them and I could knock out cleverer stuff than a lot of boloney I see in the magazines."

And there you are.

This young man isn't a fool. He passes his examinations easily but he dislikes a sustained mental effort, which is evidenced by the looseness of his literary attempts. He believes with many others that all one needs to become a successful writer of copy is "cleverness."

Now, this is not intended to discourage anyone of either sex from going in the advertising business with the view of becoming ultimately a "director of publicity." It is merely offered as warning that, besides the important matter of getting a job, there are infinite difficulties in the way of making a success of it.

[CONTINUED ON PAGE 78]

August 11, 1926





TIME SAVER FAITH

STROWER, it laths more Theory, the chip he will be able to picture the whote term Normal near that the lather hat tent this chip is one given each could near that the lather hat tent this chip is one given do white made of proper materials and both region.

The reguestives of the lathens how not the sing. And if the lathen has been corning choose in teach of metal, it could be rehave done the solo change or with less his-

This order or with test his.

This order or now the production can cities of the "Time Saxer" bathe. It takes the role uself in proce what it will do. Hour after hour, does not day, it carls off the big blue ships without the shightest shivering or stems of strain. And while it makes thip it makes more. For the results of the kind or cheronex the "I time saver" gives, go all the way through to the "ner pront" column in the books.

### The Niles Tool Works Company

District Nins Bream Post' Company Hamilton, Ohio



### About 40 years ago

And even then some of them had been with the Company 30 years

Smile a little, if you will, but they were tire men and wonderfulnishments. They brought to their daily work a creative artificial work hands to their daily work a creative artificial work hands to the avoid-work frequiation.

Work was their life, their live and their hobby. Mederin of the artificial work hands came much of the original materials whether work in the research of the reference the forement userest machines. You can afford to rid, in an automobile, use a telephone, or when you from probably working with the probably working and many other modern on the probably working and many other modern of the probably working the probably working

This wrote the invoible word



PRATT & WHITNEY CO., Hargord, Conn.,

### PRATT & WHITNEY



### Scrapped!

the the discount of the plane o

Niles-Bement-Pond Company, 111 Broadway, New York



### "If there are better taps made, I'll eat 'em" P.W. TAPMAKER

Now that is just an enthusiastic workman's gental exaggeration Still a man doesn't offer to ear cold steel, even in the heat of sincerny, unless he is suce of houself.

We believe with him that P & W. Ground Thread Paps are the best, and we are willing to go a long way to prove it to 103 user of Thread Taps.

If you will send samples of the work you do we will make

tests of our Eaps on your work to show you how fast they wark and how little they are affected by the work.

Better still, send us an order for a few Laps on one special job in your shop. Ask the workman how they are keep a record of performance. Then let your own judgment direct you in future parchases

PRATE & WHITNEY CO. Hardford, Connecticut



### PRATT & WHITNEY

THES-BEMENT-POND and its divisions have been doing some rather revolutionary things in the field of machine tool advertising. They have humanized their advertisements to the point where they are understandable to the merest layman and at the same time sell machine tools. The one in the upper left-hand corner, incidently, won a first prize at the recent N. I. A. A. exhibition

# Fashion's the Thing

### Fashion Has Been Over Neglected by American Department Store Advertisers

### By Amos Parrish

T is obvious that advertising should be interesting; yet little of it is. It is obvious that advertising means to turn people; yet most advertisements are merely announcements.

And though it is quite obvious that fashion is the most important help that a store advertiser has, yet most store advertisers and promotors refuse to let fashion, a willing worker, work.

It is most important that store people should study all the trade papers and fashion magazines they can possibly lay their hands on. An alert store person is hungry for fashion information; and sells goods

because she knows fashion and can talk it intelligently.

Women crave information on fashion in advertising; information that is almost dictatorial in tone. Women like to be told what to wear.

Many women are leagues ahead of stores in fashion, and the cause of this is the excellent work being done by Vogue, Harper's Bazar, and similar magazines. It isn't what people say but saying the right thing that counts. Few stores dig into fashion facts before they make fashion statements. Some store chiefs would discharge a buyer if they caught her reading Vogue in store time. It is, to repeat, quite obvious that the greatest salesman that a store advertiser or store promotor has is fashion, but few put fashion to work for them.

Altman's had to come to it after years of declaring they wouldn't. Coast to coast the fashion wave has gone. No price is too high. People will pay for fashions if they are right.

One of the reasons why advertisers don't let fashion work harder for them is that it takes more time on their part. It takes time to make fashion

information work for them. It takes more than time—it takes willingness to accept that information.

No store should ever send an advertisement to its public—particularly an advertisement of apparel—that hasn't in it somewhere some mention of the fashion selling points of the garments being advertised. The use of right, sound fashion information in advertising is a sure short cut to the selling of more garments. The outstandingly successful garment stores in America are those doing an outstandingly good job of fashion selling.

The stores which feel a business



AMERICAN store advertisers have not used fashion as a selling point for all that this true fetish of womanhood is worth. The French, however, have long recognized La Mode as the power that it undeniably is. The Parisienne looks forward eagerly to the annual parade of models at Longchamps. And so, in all truth, does Miss Duluth

tremble first are those whose eyes are closed to the almost unlimited power of fashion as a master salesman.

Readers are anxious to be told exactly what they should buy. If a store's fashion information is sound, customers will be glad to follow it and buy from it. But if its fashion information is based on "hunch"—just to sell goods—they won't—and don't. How long should skirts be these days? Few advertisers ever tell the answer to that important question. Dresses are now light in color, and they are brighter than they have ever been in all fashion's lifetime. You have seen only a few

black or blue street dresses for the past couple of years. You have seen these light, lovely colors that mean so many more sales. But rare is the store that has let this secret out. The fashion rules for women's shoes are very definite, but are rarely advertised. Fashion lately, as you know or as you should know, says that a woman to be on her fashion toes must be careful of her heels. Shoes that are right in sports-fashion must have all-leather heels. No more of the suede or other kid coverings.

It is important now that a woman have several pairs of shoes for daytime wear. When she changes from sports clothes to street clothes, the leather heels can't go with her.

That is information that hundreds of shoe departments and shoe stores should have told their public. It would sell more shoes. But few have done it. Having run out of ideas, stores lean on the crutch of unusual design to get attention. Of course a simple, readable, understandable design with complete, interesting fashion information would outsell their present advertising many times.

The outstandingly successful [CONTINUED ON PAGE 58]

# The Water Tower

### By Edgar Quackenbush

FOT much more than a year ago a little group of serious thinkers brought forth upon the New York market a new publication, basing its claim to existence upon the supposition that the people of that metropolis had attained the degree of-let us say, for lack of a better word-sophistication where they could appreciate genial cynicism, graceful savoir faire. That such a supposition was not unfounded is best attested by the unique popularity which The New Yorker enjoys today and the extremely satisfactory expansion of those sections of the magazine which are purely commercial in character-i. e.: those pages which remove certain red figures from publishers' ledgers and which supply certain versatile gentlemen with the well-known fifteen per cent.

Aquazone claims the distinction of being the first advertiser to give Bowen a fifty-two time contract, and it is a fairly safe bet that from the time the first copy came in it has been among the most popular incumbents of the advertising section for reasons other than the purely mercenary. Certainly it is doubtful if any other advertiser in any periodical ever made its insertions so integral a part of the publication as the account now under discussion.

Space salesmen speak vaguely of "reader interest," and sages of the "profession" expound upon the

necessity for the advertising pages to "compete with the editorial matter for the reader's attention." Aquazone, somehow, does not seem to do exactly that. There is no obvious competition---no two-fisted, eye-compelling layout, that is; no interrupting idea. The advertising is the editorial matter, or so much in accord with it that the difference is

The Water Tower

### Luilaby

Sleep my little sugar plam, Daddy's one a-running rum. Daddy's off the Jersey coast and twelve miles out at sea, In a neat little cutter He's earning bread and butter. Cassar and anchovies, my pet, for you and

Sleep my little son and heir, Daddy's now a millionaire, Laden down with contraband from water line to kee!

And you'll go to college soon,
In a coat of warm racoon,
With pockets full of money and an automobile.

—L. S. P.

It was LIPSTICK who said that people get out of a night club only as much as they put into it. And, come to think of it, one might say the same thing about a glass of mineral water.

But though felicitous, it would not be altogether true. You get a good deal of exhilaration out of a glass of Aquazone without putting a drop of anything into it. Which phenomenous expalined by the fact that it altrady contains a supercharge of oxygen.

Be that as it may and notwithstanding, we know quite nice people who do put things in it right along, declaring it to be the but mixer of all



Mr. George M. Cohan, for instance, writes that "Aquazone really is a delicious water and from now on levyect to be one of it be tadvance agents." P. S., a. Mr. Frank Adams says, he gets the job.

. . .

I have the trace a fair,

A consequence of the consequence of the consequence of the trace of th

It seems useless to disguise our intentions any longer. We would like you to try Vijuazone and accordingly refer you to our druggist, grocer, restaurant, cacaret,

Contained Vinderheit 043

### The Water Tower

### RAIN

The reastive grew ruddy
the common, guiden drink,
The wild's most ancient vintage,
and it sort of makes you think
thea. Idem did his drining
If throut a cocktail-shaker,
I'd gratefully accepted
The home-brew of his Maker



### FIRE IN A WATER FACTORY

Yet another milestone has been passed in the history of the AQUAZONE Corporation. It has had a fire. It started in the early hours and we arrived just in time to see Mr. Kenlon's cohorts bringing their coals to Newcastle. And as we splashed around, relieved to find that things were not as had as they seemed, all we could think of was the old music hall some—

Father's got the sack from the water-

For smoking his little cherry hriar, The foreman Joe, said he'd have to go For he might set the water-works on hre.

"And it," remarked the office gloomer, "we were in any other business, we'd be sitting pretty now with a nice little Fire Sale."

### IT'S A LONG ISLAND. . . .

It anyone should ring up to ask us a good place to eat, drink and he merry on L. I. we should unhesitatingly recite the tollowing entire list:—

Blassom Heath Inn.
Mercick Road
Frenklinders Inn.
Mercick Road
Crottlan Garden,
Mercick Road
Eastlind Road
Ballis Inn.
Housing, n.
Cance Island
Cones Island.
Cones Island

These places sell AQUAZONE and this tact alone, it seems to us, stamps them all as enlightened, progressive and inviting.

# # # #

Try AQUAZONE for lemonades, orangeades and truit concentrate, ha ha, highballs. Straight, you'll find nothing better for indigestion, acidity and fatigue. At all the best places, including

VANDERBILT 6434

microscopic. It insinuates itself upon the reader with the same finesse that has been characteristic of the medium which it utilizes.

By adopting the style of the columnist, Aquazone has taken advantage of an editorial trend which has been gaining in popularity over a period of years. This medium of expression is one of the most easily mishandled of which we know offhand; handled effectively it is one of the most successful and diverting of journalistic institutions. Its handling requires a peculiar type of mind - alert, discriminating, engaging, and, above all, prolific without tedium. And, for such a column as this, the author must be "clever" in the nice sense of the word and avoid assiduously those traits which bring invariably the epithet of "smart." think that Aquazone has chosen wisely in this regard; results would seem to prove that we think correctly.

The trend of advertising toward this-so-called-sophistication has been pronounced; which is entirely as it should be, inasmuch as the trend of the entire national mode of thought and taste has been in the same direction. And yet, somehow, the advertisers who have been able to keep up the sophisticated pace have been few and far between. Several have struck the right note once in a while, but the metaphorical melody generally gone rather sour when the campaign has been protracted over an extended period of time. Ovington's has done about as well as any we know of, but Ovington's uses a change of pace that enables them to vary their amiably humorous gibes with simple announcements and bits of plain selling talk of the more conventional type. Aquazone advertising, however, is today just what it was when the

opening insertion made its appearance somewhat over a year ago, and it has followed the same style with the same efficiency all through the time intervening. Aquazone selling talk is not blatant. In many of the insertions it occurs only in the most indirect way, and nearly always it is dealt with in a semi-humorous vein.

The proof of the ad is in the sell-

[CONTINUED ON PAGE 56]

## THE · EDITORIAL · PAGE

#### What About Anheuser-Busch?

NE of the most interesting advertisements published in a long time—interesting because of its suprise and its significance—is a double-spread advertisement appearing currently headed: "What About Anheuser-Busch?" Into the reader's mind flashes the memory of the famous beer by that name which flourished in pre-Volstead days. The next reaction is apt to be righteous indignation or indignant righteousness, depending on how "dry" one is in one's viewpoint, at the thought of the passing of this famous beer. Then almost inevitably comes the reaction of curiosity: Well, what about Anheuser-Busch? What has happened to this company?

These questions, the advertisements answers, most interestingly, in text and picture. Anheuser-Busch did not dry up with the country; it simply turned to other forms of service, using the sound policies it had developed in one industry to earn its way in others. Today Anheuser-Busch and its associated interests make ice, ice cream, dry pack ice cream cabinets, auto bus and truck bodies, Diesel engines, yeast, and soft drinks—and operate a five-million-dollar hotel.

The interest in this advertisement is in the variety and contrast of the products now made, but its significance lies in the fact that it demonstrates once more the need for and the possibilities of flexibility in industry in this day of sudden and radical changes in public thought and habits. There can be no failure where a new situation is met with courage and imagination—and a genuine desire to serve humanity.

020

#### Magazine Mortality

THOSE of us to whom the coming and going of minor magazines has always seemed simply an interesting evidence of the color and vigor of American life, cannot perhaps sympathize readily with the credit man's coldly analytical view.

Executive Manager Tregoe of the National Association of Credit Men flatly calls it throwing money away. "Three periodicals die every day, and in their place four arise," he proclaims. "Consider the millions of dollars that leak away through this large turnover." He is for tightening up credit on the starters of periodicals.

Aside from the obvious business necessity of care with credit, it is a matter of lively debate whether the experimental zest of publishers is a good or bad thing. New paths have been cut in publishing by experiment. Munsey would have been given a deaf ear by credit men in his early days. Big publishers as well as little ones make publishing try-outs. Magazines and periodicals spawn like fish—and die as rapidly; but they are pioneering in the wilderness of the public which doesn't read. There are still many, many millions of people in America who read almost nothing, despite the multitude of newspapers and magazines. This frontier—useful for advertisers as well as for publishers—has been

pushed forward very rapidly in recent years by many new kinds and types of magazines and newspapers. If it is worth while to explore frozen arctic wastes, why not explore the "unread." Many must die that few may live, for only by experiment can response be discovered in the jungle of the literary hinterland.

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#### Cooperative Censorship

THE forward step just taken by the correspondence schools in cooperation with the Better Business Bureau in turning the spot light on some of the objectionable claims used in advertising and selling courses of instruction by mail and agreeing not to continue their use, is in line with the cooperative censorship program recently advocated on this Editorial Page. To consolidate this advance in advertising practice and make it truly cooperative, the schools need only to call in the publishers in whose columns the bulk of the correspondence school advertising appears and say to them: "Working with the Better Business Bureau, we have evolved a higher standard for our advertising. Now we want you to help us enforce it, against ourselves and against any institutions which have not acted with us. In that way we can make all our advertising more believable and therefore more productive in the long run, which is to your interest as well as ours." It is to be hoped that this commendable movement will not stop short of this practical step.

©≈c

#### Buyers' Strikes

JULY afforded two suggestive buyers' strikes, within the brief space of a single week. Monday's papers (the 25th), related the plight of shop-keepers in Paris when American and British tourists quit purchasing as the outcome of French boo-ing of sight-seers. The result was almost instantaneous. The shop-keepers' protests were so effective as to end summarily the anti-American demonstrations.

Thursday's press, of the same week, told of a buyers' strike on the part of Catholic women in Mexico City in order to voice their disapproval of the government's policy toward their Church. Avowedly they hoped so extensively to injure retailers that the commercial interests would bring political pressure to aid the Church.

The "farm bloc" has become almost a power in our politics, although little more than an apt name for a sentiment. It is hardly an organization. May it be that the "buyers' strike," too, will become an effective weapon for expression of public opinion? Political movements are notably slow, the workingmen's strike in industry has proved a mighty weapon—mightier far in the threat than in the use. Why not the "buyers' strike" to test the will of the people to have their way by a process more rapid than the time-consuming methods of the Senate?

# Undeveloped Markets for Radio

By H. A. Haring

O after the well - to - do," was the reply of the largest radio retailer in the country when asked about undeveloped markets for radio. "All over the country, from coast to coast, the managers of our twenty-five stores report that radios do not sell to the rich people or the well-todo-the kind that can order a \$500 item, have it charged, and pay the bill at the the month end of without scaring the

"Maybe it's all the price talk that's done it; maybe they think of radio as a kid's toy still. But, somehow, Americans seem to think of radios as they do of washing machines: a

thing for the common herd but not for the upper crust. That's why our company, for 1926, is dropping half a dozen makes and adding the A. radio. We're going after the rich. We're going after them on A.'s own scheme of hollering out loud that it is the costliest of all radios and, therefore, the best."

In Chicago, the president of a radio manufacturing company made the statement that "radio has not yet been sold, but merely displayed for sale." A doubter questioned the accuracy of this generalization. On a dare to prove his position, the president sent a man about the dining room of the Union League Club—where they happened to be at the time—to put a question to every man whom he knew well enough for so personal an inquiry. Of seventy-six questioned, seventyone stated that they had never been approached to buy a radio of any sort. And, when the report was being discussed, the radio president gloated over his doubting friend with the telling comment:

"Radio may be a woman's thing,



Western Electric Co.

RADIO offers a variety of uses which should be of interest to the alert manufacturer or salesman. Besides being a home entertainment feature, it can be utilized to advantage as a form of semi-public entertainment calculated to be of commercial benefit to its utilizers. The potential radio market has scareely been touched as yet and is visibly broadening every day

but real selling is lacking in an industry where seventy-one of Chicago's important men have never had the approach."

In another city (New Haven) a Yale professor who heads a famous department of the university, surprised me by remarking:

"No, I have no radio, I'm glad my neighbors have none either. To my mind a radio is a nuisance, with its wires all over the roof and about the house. Especially when the owner sets the horn at an open window at night."

C RANTING that these three sentiments may be somewhat overdrawn as representing a cross section of well-to-do opinion, it is yet true that the millions of receiving sets marketed to date have not gone, primarily, to those best able to purchase. Radio manufacturers, as interviewed, are not particularly well informed as to the nature of their market; but radio dealers have most decided judgments that any manufacturer may learn by a simple questioning. As one such may be

quoted the manager of a world-famous department store, with a wealthy following, when he thus characterized radio selling:

"The rich associate radio with unsightly sticks and ragged wires o n tenement in the roofs, or, country, with crooked poles projecting from the barn or woodshed. Radio can't hope to interest them so long as it suggests the sort of home that is satisfied with collarless men seated on doorsteps. The change will not come until the dollar sign in radio advertisements gets under a quarter-page size, with more space given to talking the language of quality appeal.'

Another angle radio's undeveloped markets hinted at in the large volume of deferred payment selling. The installment huyer is, admittedly, not in possession of ready funds for the total of his purchase. For that purchase to call for less than \$200 or \$250, completely equipped, is convincing evidence that the customer is not wealthy; and when dealers estimate that nine-tenths of their sales are on a time-payment basis, it becomes clear that well-to-do families do not buy radios in anything like the proportion they should — be that proportion calculated against income tax returns or population or average earnings or any of the usual bases for sales

When, furthermore, one breaks down the facts of radio ownership in homes of wealth one is struck with this condition: the set belongs to the son, stands in his bedroom, is for the entertainment of himself and his friends rather than for the family in the usual living room situs.

In Cleveland, a prosperous man,

BRUCE BARTON

Roy S. Durstine

ALEX F. OSBORN

## Barton, Durstine & Osborn

INCORPORATED

 $\mathcal{A}_N$  advertising agency of about one hundred and ninety people among whom are these account executives and department heads

Mary L. Alexander Joseph Alger John D. Anderson Kenneth Andrews I. A. Archbald, jr. R. P. Bagg W. R. Baker, jr. F. T. Baldwin Bruce Barton Robert Barton Carl Burger G. Kane Campbell H. G. Canda A. D. Chiquoine, jr. Margaret Crane Thoreau Cronyn I. Davis Danforth Webster David C. L. Davis Rowland Davis Ernest Donohue B. C. Duffy Roy S. Durstine Harriet Elias George O. Everett G. G. Flory K. D. Frankenstein R. C. Gellert B. E. Giffen Geo. F. Gouge Gilson B. Gray E. Dorothy Greig Mabel P. Hanford Chester E. Haring

F. W. Hatch Boynton Hayward Roland Hintermeister P. M. Hollister F. G. Hubbard Matthew Hufnagel Gustave E. Hult S. P. Irvin Charles D. Kaiser R. N. King D. P. Kingston A. D. Lehmann Charles J. Lumb Wm. C. Magee Carolyn T. March Elmer Mason Frank J. McCullough Frank W. McGuirk Allyn B. McIntire E. J. McLaughlin Walter G. Miller Alex F. Osborn Leslie S. Pearl T. Arnold Rau Paul J. Senft Irene Smith I. Burton Stevens William M. Strong A. A. Trenchard Charles Wadsworth D. B. Wheeler George W. Winter C.S. Woolley J. H. Wright

BP

NEW YORK 383 MADISON AVENUE BOSTON 30 NEWBURY STREET

BUFFALO 220 DELAWARE AVENUE

Member American Association of Advertising Agencies Member Audit Bureau of Circulations Member National Outdoor Advertising Bureau known for his generosity and love of his family, told me that he has no radio "except a crystal set." Then it was divulged that of his three children one is a girl of nine, possessed of restless energy which is an annoyance to the family in the evening hours. Last fall a grandmother announced that for Christmas she would give the girl "something to keep her quiet," and gave her a crystal set. This was installed in the girl's bedroom upstairs. It has been a charm. Whenever she is free, the girl rushes upstairs and sits with the ear pieces glued to her ears — while the family has peace. She is teasing for a "real set," which is one thing the family does not want for the reason that a loud speaker would bring her into the family circle again and they would lose their peace.

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m R}^{
m EPEATEDLY}$  I have asked the question of intelligent radio dealers: "How can radio be sold to the rich home?" One of the most interesting replies suggested: "Wait until 1928. The last presidential campaign, especially the Democratic convention, was a wonderful boon to radio. But radio receiving was then crude compared to what it is now. By 1928 radio will interest every business man in the country. Every one of them has hoped to attend a presidential convention just to hear the hubbub and the noise. Next time all this will come to them in their own home in the evening; and radio will do it.'

Looking to the closer future is another answer to the question, heard scores of times, which may be phrased somewhat in this manner:

"Radio selling has been like bargain counter selling. The time of display and selling has been short. The only ones who bought were those who rushed to the counter. But this summer I can see a difference ahead.

"All the manufacturers are priming us full of 'sales pep,' written from a new viewpoint. They are showing us how to run radio stores and not radio museums. That is, they are telling us how to sell the set that will make money for us, that is fair priced, that sells easy and stays sold, that is nationally advertised and backed by a manufacturer who is in radio manufacturing to stay. To me that means that the days of radio bargains and radio orphans is waning.

"All that means that we dealers can get a hearing with the city's better trade; the kind that's always crossed over to the other side of the street when they passed a radio shop as if they'd accidentally got in the wrong part of town. Radio's popularity came from the bottom up. Too many still think of it as beneath them. But two things are heaving all those notions out of the window: cabinet models that captivate the women and the fine programs."

Still a third suggestion came from a dealer in Wheeling who believes that "the poor may be sold by salesmen going to the house, but the rich are sold only when they set out to buy. With them the doorbell is not rung by a salesman; only the postman gets a smile. Maybe they think he's not a salesman but if they do they are forgetting that he hands them all the ads. Ads bring the rich to the dealer's door, and when they come they want only good goods."

Another undeveloped market for radio may be grouped under the classification of "commercial consumers," covering those purchasers who can use radio sets to increase their own business. Not mere entertainment, as in the home, is the salesman's theme here, so much as the making a business adjunct of the radio.

One evening in March a man entered a barber shop in Cleveland where twelve barbers were serving the same number of customers. He asked for the proprietor, who happened to be out. Then, to one of the barbers he put the request:

"Jerry, can I try this record on your Victor? Biggs isn't here, I know, but I've just bought the record and I want to see if it's all right."

ONSENT was, of course, given. The visitor went to the balcony, placed his record on the phonograph and played it. One customer called out to the visitor: "Turn the thing this way, so we can hear it too." This was done. When it had been played, some one cried: "Play it again."

When the visitor came down into the shop, he remarked to Jerry, who appeared to be second in authority to the absent proprietor: "Tell the boss he ought to buy a radio, so's the men won't have such a stupid time in here. A barber shop's as bad as a hotel room—nothing to do but stare at the walls."

The visitor proved to be an umpire of the American League, who in the conversation that followed made these comments:

"If I had a barber shop, the first thing I'd do would be to put in a radio to entertain the men that have to sit around the room and wait. "Radio selling hasn't scratched yet, even with all the millions they've sold. Just think of baseball. When the season's on, the crowds that pay admission aren't a fraction of those getting the games, play by play. Go into any garage, or stop at the radio shops, and you'll see the men listening to the play-byplay returns. Everyone of them is wishing he could see the plays, and the radio has been the biggest ad for professional baseball that we ever had. They don't even have to read to get it. They have the thrill of knowing each play as it happens, with all the uncertainty of what the next will be. When they read it in the paper, they begin by knowing the score; that is, the outcome. The sport of any game is the uncertainty."

Out of this talk grew a conception of the barber shop as a sales outlet for radios, and shortly after there was coupled with the barber shop the restaurant—a sort of uncultivated market for radio, which has the inestimable advantage that the sale can be linked up with profits to the purchaser. The suggestion was passed on to a few retailers in half a dozen cities. Most of them hailed it as a constructive hint and several of them promised to give the thought a trial.

"Music while you shave; music while you eat" is the phrasing of one sales manager for this particular business. It may be interesting to record that one dealer (a department store) by putting two outside salesmen into the suggested market sold thirty-one radio sets the first fortnight; twenty-seven the third week. Of this total, twenty-two sets were sold to barber shops. Another dealer reports the sale of eighteen sets to this market. Another tells of sales "now running a thousand dollars a week from this source alone." Still another replies "nothing attempted until this week; but three days, with two men working outside show two thousand dollars."

DURING March a canvass of barber shops in Cleveland revealed that there was not a single radio in the thirty-nine shops visited; in Pittsburgh, one radio was found in twenty-three shops. A reporter revisited the same places in the last days of June, his report being that eight radios have been installed in Cleveland and seven in Pittsburgh. In a similar manner, a March survey of 123 restaurants in the same two cities reported thirteen radios in use (with

[CONTINUED ON PAGE 50]

7070	Average Net Paid	To Mechanical Officers.  Locomotive and Car De-	
7872	Circulation Dec. 1925 to June, 1926	sign, Construction and Repairs, Shop Equipment and Machine Tools.	Mcchanical Engine
		To Engineering and Maintenance Officers.	
9426	<u>-</u>	Bridge, Building, Water Service and Track Construction and Maintenance.	Railway Mainte
		To Electrical Officers.	
2046	44 <u> </u>	Electric Power and Light for shops, cars and buildings. Heavy Electric Traction.	Railway Signali
5326	66 <del>-</del>	To Signal Officers.  — Signaling, Telephone and	July Sight
0020	•••	Telegraph, Automatic Train Control.	The state of the s
9971	" <b>-</b>	To Executive Operat- ing Officials, Purchasing	RailwayAss
)) <b>(1</b>		Officers and Depart- ment Heads.	Railwe
		ment fleads.	
4,641	Total Average I	Net Paid Circulation	

## Departmental Publications That Select The Railway Men You Want to Reach

That is the outstanding value to you of the five departmental publications in the *Railway Service Unit*.

The net paid circulation figures listed above prove that the men in each branch of railway service want a publication which is devoted exclusively to railway problems from the standpoint of their department—and the classification of subscribers given in the

A. B. C. statements proves that these departmental publications reach the men who specify and influence purchases in each of the five branches of railway service.

Our research department will gladly cooperate with you to determine who specify and influence purchases of your railway products and how those railway men can be reached most effectively.

Simmons-Boardman Publishing Company, 30 Church St., New York

"The House of Transportation"

Chicago: 608 S. Dearborn Street Cleveland: 6007 Enclid Avenue Washington, D. C.: 17th and H Streets, N.W. New Orleans, Mandeville, La. San Francisco: 74 New Montgomery Street London: 34 Victoria Street, S.W.1.

# The Railway Service Unit

Five Departmental Publications serving each of the departments in the railway industry individually, effectively, and without waste

# Do the Agencies Have It In For Direct Mail?

## By Norman Krichbaum

Selling will no doubt recall an article in a recent issue of this magazine headed "Is Direct Mail Losing Its Directions?" article undertook to put direct mail "in its place"-with what success I hazard no verdict.

Many readers may recall also the printing, prior to that, of a very dissimilar article in a publication devoted exclusively to direct mail which constituted in effect a clarion call to direct mail men to rise up and smite publication advertising hip and thigh. This dissertation was enlivened by such characteristic high-lights as the following phrases: "tell the myopic world," "incomparably the safest and surest advertising and sales medium in existence," "what does diplomacy get direct mail?" "the one advertising medium that delivers the goods always," "all the economics are on the side of direct mail," "the dead hand of 15 per cent." It was clearly an exhortation distinguished by more oratory than logic.

Now the first article raised the point about the alleged attitude of the advertising agency toward mail advertising, and it is my desire to chime in, if I may, with a few impressions of my own on this angle of the debate.

It has always been my view that on this whole question of the validity of direct mail as a medium the advertising agency has been misunderstood and misrepresented.

It is perfectly true that the agencies as a rule have not embraced direct mail as fast or as affectionately as its more passionate admirers would desire. But then neither have the general run of advertisers. And this fact is not entirely attributable to cold-shouldered agencies-look at the thousands of advertisers without agency service who remain nevertheless lukewarm on the subject of direct mail. Unhampered by agency predilections, why haven't they been converted?

Agencies as a class are sold on magazine publicity because it has

EADERS of Advertising and been used with long and conspicuous success, even taking into account its signal failures which, if the truth were known, are more plenteous but perhaps not more signal than those of direct mail. They are also conceivably better equipped to function on magazine advertising than on direct mail, the principal reason for this being that the latter is still in many of its phases in its swaddling clothes.

> In my estimation the immaturity of direct mail as a member of the advertising family is a point which we should all concede. It's no crime. It's merely a fact. When direct mail arrives at its majority, agencies will be among the first to grasp the fact and apply it.

> **I** F direct mail has not already prematurely run riot, we have the agencies more than any others to thank. The annual national bill for this class of advertising must be nothing to sniff at. But your direct mail prophet crying in the wilderness apparently has no stomach for such mere manna and insists on a diet of baked Alaska and alligator pears.

> The criticism of the average mailing list imperfections is a point well taken. In many, many cases where direct mail is potent, the list is not a piece of shelf-goods which can be bought, sold, stocked and passed from pillar to post. It must be especially compiled in order to be both economical and effective. This often entails tremendous labor and expense. But men who have cut their eye teeth on this type of advertising will tell you, if you pin them down, that laborious building and patient pruning of lists is Lesson No. 1 in the Primer of Direct Mail. Rigid selectivity on lists is going to save the neck of the method as an advertising force. Lists are the back-bone of direct mail; they are also at present its weakest spot. Dislocation at this point calls for expert chiropractic and direct mail apostles might as well admit it.

Against direct mail advertising in

magazines surely asks no quarter. All it wants is a fair field and it is sure to get it. To set out to vindicate direct mail by spot-lighting the failures of magazine publicity rather than the record of direct mail is a program about as useless, in my judgment, as the insertion of another "o" in "nothing."

Direct mail advocates expostulate at the "big interests" behind publications. The same sort of interests are, to a degree, behind mail advertising also, as the activities of sundry well-heeled printing establishments fully attest.

Within the range of my observation, representative agencies have right along acted in good faith in dealings with this selfproclaimed injured vehicle of advertising. They have been cautious but they have also displayed a reasonable willingness to experiment. The larger agencies, it must be remembered, have a proved investment in magazine advertising to protest. The smaller agencies have filled to some extent the role of pioneers in direct mail, which possibly is as it should be.

THIS pastime of ascribing motives of purely personal gain and sheer intolerance to agencies on the score of mail advertising was amusing until it became boring. In self-protection no reputable agency which expects to remain in business is going to let itself in for supportable accusations of bad faith in the choice of mediums.

The imputation that agencies in quantity have been wantonly encouraging clients to spend millions in space where thousands in direct mail would do the same or a superior job is a rank absurdity. In this day and age it is a grave reflection on the acumen of advertisers in general and is, in my opinion, undeserved.

You can't keep a good man down or a good advertising tool buried. Direct mail, if it is as good as it thinks it is, will emerge. I think it will, and it will emerge purged of a

[CONTINUED ON PAGE 81]

## A Page from The Christian Science Monitor.



#### Convenient

leinerts

national advertisers to the Osborn Manufacturing Co., Cleveland, Ohio, and to Reid, Murdoch & Co., Chi-

Monarch Cocoa, for informa-

tion as to the value of the Monitor as an advertising

medinm.

Quality

for 70 years

Manufacturers of

ake Candies

Don't Wash Your Windows





#### Home-Made Library Paste



#### POLISH RESTORED

Quickly and Easily

FINNELL ELECTRIC FLOOR MACHINE 9 Warm II Adoles II Sandr II Strak

Free! SendCouponToday!

Bridal Linens

125 Piece Trousseau

S125.00



Turning To These New Osborn Brushes easier. Yet they cost no muthan ordinary brushes.

In all larger cities, as well as throughout all the States, stores everywher report an ever increasing demand for these New Improved Better Wenrug Osborn Household Brushes.

than ordinary brushes. All Osborn Household Brushes have the Osborn Blue Handle Every brush comes to you fresh and clean in a dust-proof container bearing the Osborn name Sold by foremost department, hardware and toilet goods stores in all cities, but never by house-to-house canvassers or agents.

THE OSBORN MANUFACTURING COMPANY





The Christian Science Monitor '

An International Daily Newspaper

Advertising Offices in Boston, New York, London, Paris, Florence, Philadelphia, Chicago, Cieveland, Detroit, Kansas City, San Francisco, Los Angeles, Scattle, Portland (Oregon)

# Teaching Your Salesmen to Teach

## By James Parmenter

AVE you ever been faced with endeavored to teach our salesmen to to ignore the wisdom of building a the dual task of making one \_profitable organization earn even greater profits, while at the same time you were responsible for lifting a losing company to the profitmaking rungs on the ladder of dividends?

Five years ago, in order to protect an important source of supply, we were forced to take on a business which was at the time a losing venture and headed straight downhill. The product which we needed could be made in its highest form only by this one enterprise, although it was the least of its many specialties in point of sales volume and we were the only buyers of it.

While I have continued as vicepresident in charge of sales of our own company, I have for the past five years acted in the same capacity for this once losing venture. It is a pleasure to be able to say that the contrast is no longer as striking as in 1921 when our enterprise earned seventeen per cent net on its investment while the other company showed a net loss of one hundred and eighty-five thousand dollars.

It is fair to attribute the change in the financial standing of the oncelosing venture as much to teaching its salesmen to teach as to any other single reason. Since it paid its stockholders six per cent in 1924 and eight per cent in 1925 and has already more than earned quarterly two per cent in 1926, it is fair to consider that its changed status is assured.

Every sales manager and every advertising manager knows that good salesmen in relation to their customers can be grouped into three classes. Class I includes the good salesmen who are liked and respected not only by their customers, but have a positive influence with their customers' salespeople and with their own junior salesmen as well. Class H is liked and respected. The men build sales by their abilities and create over-the-counter sales because their customers' salespeople enjoy selling the merchandise for such a good fellow. Class III includes the good salesmen whose influence ends with Mr. Buyer.

teach ever since 1912. At that time we were faced with the necessity of securing greater sales volume at lower sales cost. We analyzed our field sales force without first thought other than of making replacements which, while strengthening our future possibilities, would both hold our present sales force and decrease our over high salary total. This led to the closest type of analysis of the used and unused abilities of each salesman. It led to determining the actual latent and absent qualities for increased sales within each. It led to the discovery that one of the greatest assets of a comparatively small handful of our more than two hundred salesmen was their ability to impart their knowledge and skill in selling to others, both within and without our sales force.

Starting first within our organization, we must describe the general field sales plan. Each senior salesman has a definite territory for which he is responsible and against which all sales and sales promotion expenditures are charged. Within each territory each senior salesman has assigned to him two junior salesmen.

N tracing the history of each member of our sales force, I found, to my surprise, that in the one-third who could be properly classed as producers of high water, the great majority had started with us as junior salesmen and had served under only ten of our seventy-odd senior salesmen.

This brought home with a vengeance the fact that sixty of our senior salesmen had not been responsible for a single permanent stellar addition to our senior force and that these ten men had been responsible for an average of almost seven juniors who had later developed into stars.

With this certainty as a basis I took a trip around the country, stopping in forty states to interview our men in the field. In each territory I made the opportunity to see, both as a group and individually, the three men comprising the territorial sales force, and I learned at In our parent organization we have first-hand how much it had cost us

senior and junior force of men who could teach as well as learn.

One of our most brilliant senior salesmen paid tribute to his mentor in saying, "John taught me that it was not enough to sell goods to the buyer and be a good sport with the salesmen who would sell my mcrchandise. He made me see that my orders would remain only as large as normal over-the-counter demands plus a little friendly assistance made them, unless I made every one of my customers' salesmen into a Blank salesman."

**TE** expanded this idea by continuing, "John told me that the only two reasons for being a good fellow with the salespeople of my customers was the enjoyment I would get out of it and the opportunity it gave me, through their personal liking, to make them like the work of learning my line and how to sell it."

In another territory another pupil of this same senior salesman paid tribute along a different angle.

He told of the week-end sessions which lasted from Saturday night at eight, until two in the morning which were resumed again at ten a. m. and, with only the interruptions of meals, lasted until midnight. In these sessions John Morgan had gone over every conversation with every buyer. He had gone over every conversation with every salesperson, He had gone over every item that the junior salesmen were supposed to sell and built up new and better stories with a variety of appeal. He had shown the cub when to stick to his guns with the buyer, and when to let the buyer triumph in a minor matter only to be magnanimous in a major affair.

In still a third instance one of the senior salesmen admitted that his seniority was due to this same John Morgan. In this case John taught his pupil how to teach. Years before, this then junior salesman had hardly qualified when his associate was recalled home by the death of his father. A new and green cub was hurriedly shot into the territory in the height of the selling John Morgan had only a season. week-end in which to break in a

[CONTINUED ON PAGE 66]



"What beauty!" . . . and then . . . "What weight!" So said the text in an advertisement of the Fontaine pattern in International Sterling.

"What beauty!"... and then ... "What weight!" So says the illustration of the advertisement, reproduced above.

Here is a noteworthy example of the Interrupting Idea principle at work in a visual presentation of merchandise. It is typical of a series prepared for the International Silver Company by the Federal Advertising Agency, Inc., of 6 East 39th Street, New York.

# Will Department Stores Become Self-Service Stores?

## By George Mansfield

N the restaurant field the self-service plan has taken a remarkably prominent place. Where one cafeteria once • flourished by reason of novelty, hundreds prosper today because they offer exactly what a large number of people want. Especially in the Middle West and West they have taken over the bulk of the business. The hotels throughout the country have seized upon this method of enticing patrons to whom time is money and to whom money is more than merely desirable. A part of the popularity of the self-service plan is due to the burden of tipping. By serving one's self the necessity for a tip has been done away

with; and tipping has long been not only an extra and undesired expense to many but an embarrassment as well. The popularity of the self-service plan has been demonstrated also in the grocery field. The "Piggly Wiggly" plan is the best known. Wherever these stores are found there are also found a large number of faithful customers who like the plan of picking out just what they want. Now there are even whole-salers operating a "cash and carry" plan.

The scheme is one of permitting the customer to save a portion of the expense of service by performing the service for himself. It has much appeal to those who must work their dollars to the full hundred pennies. The principal disadvantage is, of course, in the lack of sales pressure. But this is offset, to some degree, by making the goods so accessible that they sell themselves. The aver-



© Brown Bros

THE "self-service" plan was applied to restaurants and met with notable success. The system then rose from the social obscurity of the pie slot to the eminence of the hotel grill. It was tried in grocery stores and turned myriads of economical shoppers into animated delivery vans. Will the department store be next? Such a development is possible and deserves consideration. There are a number of conditions favorable to such a development and Mr. Mansfield here discusses the situation from many angles that would affect such a metamorphosis

age woman likes to handle and examine what she buys; the "touch" psychology is known to be a powerful lever. If she is uncertain, she may hesitate to ask the clerk to take down a number of brands for examination. Or, as happens often, the clerk may by his manner impress upon her the waste effort and discourage her from making a satisfactory decision. This is amply demonstrated in the cafeteria. Seeing the food ready to eat helps the decision and makes satisfaction.

THERE are a few people in the department store field who believe that self-service is the eventual development of their type of store. Already self-service is being tried in various departments. Self-service grocery departments have shown remarkable results. One, in a comparatively small store, did a business of half a million dollars in the first year,

There are many others with startling records. The success grocery departments is due partly to the standard quality and packing of grocery products, and it cannot be quite duplicated in all other lines. But the selfservice idea has successfully worked in many other lines. In one small store such a department has been operated with marked success by using it as a substitute for the remnant counter and offering in it short lengths of silks and other materials at a price lower than could be offered were they purchased by the yard. The buyer is left to do her own selecting. She need approach a salesperson only when her decision is made.

The saving in clerical time is conse-

quently very large.

The self-service basement is becoming increasingly popular in spite of various experiments which have been unsuccessful. Arrangement of merchandise is particularly important and not every kind is suitable for this method of selling. Where a question of fit is concerned, it is usually advisable to offer sales assistance

As a rule, the self-service plan does not at this point work successfully except with a grade of trade somewhat lower than that which patronizes the higher class department stores. This is so partly because the self-service stores now available lay particular stress upon price alone. In New York City there are several self-service dress shops, but for the most part they are placed so as to reach the bargain-hunters and make no effort to attract the better

[CONTINUED ON PAGE 60]

	1925	1926
January	990,008	1,163,653
February	1,016,170	1,125,557
March	1,189,266	1,499,050
April	1,364,862	1,550,880
May	1,275,534	1,510,505
June	1,152,809	1,398,510
Total	6,988,649	8,248,155

## What These Figures Mean to You—

Last December the Akron Beacon Journal set a goal of a million line increase in advertising lineage for 1926.

Last month the de Lisser reports showed over a million and a quarter lines gained for the first half of 1926 as compared with the similar period in 1925.

This is  $2\frac{1}{2}$  times the estimated increase for the half year period.

The strength of the Akron, Ohio, buying public is reflected in these figures. If the power of the market were not increasing, the advertising which directs the people to that market would not be increasing so remarkably.

#### Advertisers' Faith

The faith of the advertisers in the Akron Beacon Journal is also shown. If they did

not consider this medium the best one to carry their message to the growing market, they would not have invested in it so heavily.

Last year's figures, which appear weak in comparison with the records just made, were in themselves remarkable.

#### Last Year's Figures

In 1925 the Akron Beacon Journal ranked 2nd in Ohio in advertising lineage among six-day evening newspapers and 14th in the United States in the same classification.

These statements and these figures will easily prove that the Akron Beacon Journal is the newspaper to carry your advertising for 1927 to the Akron market.

Population statistics justify the inclusion of this market in any national sales campaign.

## AKRON BEACON JOURNAL

First in News, Circulation and Advertising

STORY, BROOKS & FINLEY, Representatives

New York

**Philadelphia** 

Chicago

Los Angeles

# What Makes the Successful Copywriter?

## By Allen T. Moore

✓ ple—folks—human beings. One of the best copy men I have known was always enormously interested in everybody. He could be enthusiastic for loguacious halfhours over some serene old lady in lace cap and quiet black gown, whom he had discovered at a social gathering, while his wife and the main body of the crowd were entertaining themselves à la moderne. He had "got a tremendous kick" out of her bright backward flashes of reminiscense, her soft chucklings over the eccentricities of our later day, her peaceful humor and composed philosophy of outlook.

And, by the same token, the young ladies, even down to the most diminutive in long dresses and frilly headgear, engaged his interest with equal promptness. The truth was, he loved them all-old or young, he or she, his kind of whatever nation, complexion, age, antecedents or previous condition of servitude. "Loved" literally—because the verb "like" is entirely too neutral for his headlong type of affection.

Result: this writer had "people" in his copy at all times. Their living feelings, needs, moods and aspirations throbbed in his lines—not by artifiee, but in actuality. (Nowhere, by the way, is the imitation more quickly separable from the real thing—than in the reading of a piece of copy. Sincerity either is or is not; it knows no substitutes.)

First, then, of the three loves that underly the successful career in copywriting is that of a bubbling enthusiasm for one's fellows. Read any advertisement that leaves you unmoved, unanticipatory of some specific good which purchase will bring you, and you can put your finger instantly on the work of one who lacks that quality and who will, in consequence, finally eliminate himself from the course.

And how logical, when you stop to think of it! What motive, after all, should predominate the production of any piece of copy, if it is not that which whole-heartedly desires the

IRST, there's his love of peo-betterment of the reader through an on-the-spot customer of his acpossession of the idea, service, or merchandise written about? Ask Kenneth M. Goode, Frank Irving Fletcher, James Wallen, Bruce Barton, John Starr Hewitt, Wilbur D. Nesbit, Charles Addison Parkeror any others of the copywriting "arrived"—their answer. Also inquire if they feel that any motive less than a veritable love of humanity puts the power, pull and persuasion back of their phrases, however inherently craftsmanlike they may be.

> Then there is markedly present in the make-up of every successful copywriter that indispensable second love: the love of causes. Partisanship. The spirit of crusade.

> DID you ever, for instance, make a more than casual observation of your copy friend as he returns to his desk from several days at the plant, in the store, on the road, hanging about a laboratory, or buttonholing sundry brands of prospects or users; any sort of activity, in short, that has stirred to life in him the specific big idea which blots out hours on the clock and gives to inspiration a "local habitation and a name"? There, if ever, goes a man of causes, literally a fever with one certain cause that at the moment brooks no rival in the whole wide world!

> That is why Mark Sabre would never have made a successful copywriter. He could too easily see and feel "both sides of the question"nor can his counterparts ever play successfully the rôle of interpreter between maker and market. For the love of causes, the ability to bury his powers and personality in a particular issue to the exclusion of all else, marks above other valuable traits the born copywriter.

> This same friend I spoke of a moment ago has in his home and on the surrounding premises some specimens of practically everything he ever wrote about in these past seventeen years. Selling himself first —not superficially, but down to his shoestring tips always made him

count . . . and, correspondingly, a better copywriter.

Now, given a love of people and a love of causes, what further preeminent quality distinguishes our successful copywriter from his mediocre brothers in the craft?

The love of strategy! This it is that makes him a student of markets, costs, processes, mediums, distribution, sales methods, psychology, analysis, procedure, the whole modus operandi of "campaignology."

For, lacking an inherent flair for strategy, our copywriter may be the most tireless of humanitarians, the most undeniable of partisans, and yet fail to make "first base" in the keen, swift game of modern merchandising. Obviously I don't mean that he can write copy and at the same time achieve specialism in these other vital and very definite phases of the advertising business. I mean that he must at least appreciate and understand the strategies involved in his vocation. Otherwise he cannot coordinate his own efforts with those of plan, art, media, research and similar workers. He remains an individualist, forever out on a limb; a writer, but by no means a writer-salesman.

TO here we have before us a threesided copywriter. A lover of his kind, a lover of life's causes, a lover of the strategy that enables him to champion any cause for any of his kind and "put it over" successfully. Yet, a little careful thought shows us that he is not altogether complete, even now. To make him wholly square, he still lacks—what?

The love of words! And at that a good many of the copywriting clan who chance to read these lines would have put that quality first.

Love of words is absolutely sine qua non to successful copywriting. Not, I hasten to add, the love of words solely for their own sake, but the love of words that enables sane, clear, commanding ability of expression. For certainly nothing short of genuine, out-and-out love of

[CONTINUED ON PAGE 48]

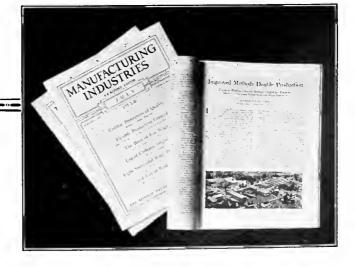
Circulation built by mail only personal orders secured on basis of unconditional approval

# MANUFACTURING INDUSTRIES

15 East 26th St., New York, N. Y.

RUTLEDGE BERMINGHAM
Advertising Manager

Publication of The Ronald Press Company



Member A.B.C.—A.B.P.

# The 8pt. Page Odds Bodkins

AST year Wm. D. McJunkin of but I never remember having seen it Chicago set sail for Europe, and on his trip made many interesting notes which he made into a book upon his return, and sent F. C. K. a copy. F. C. K. lent me the book for perusal, and delightful reading I have found it. Historically important, too; from it I learn that we must go back to ancient Egypt to discover where "Sid's" inspiration for the American Magazine came from:

At Sakkara we found the Tomb of Thi of the time of Karka of the fifth dynasty, under whom Thi held high office. Of humble origin, Thi made his way upward in the social scale until he had acquired a princess for a wife, with the rank of prince for his sons. Though now submerged in sand, we were informed the walls of this large tomb carry carvings which tell the story of his career much as the leading articles in the American Magazine serve a similar purpose for the titans of our time.

Of course, "Sid" may have thought out the American all by himself, but he might have spared himself the trouble of thinking if he had only taken a Cook's Tour and kept his eyes open. At that, the Egyptians went him one better and told their "success" stories entirely in pictures, thus proving that the tabloid pictorial dailies aren't so modern either!

"Food for thought here," writes Owen W. Kelly, sales promotion manager of Pen-Mar Company, of Baltimore, and sends this statement from the bulletin of the Maryland State Dental Association: "Advertisers should note that the mosquito, which does a humming business, is not satisfied with one insertion."

#### -8-pt-

Here is an idea from across the water (Martins, Ltd., London) which might be used to advantage by American mail-order houses and retail merchants-a visualized assortment,



The Martins Bargain Sale folder is made up of a score of special bargain assortments, each one pictured in this way. The idea is not new, of course, worked out quite so well as in this folder.

There is an elemental appeal in such a picture. One seems to yearn instinctively to possess this assortment of boxes, and to enjoy opening them all and feeling the pleasure of possession of so much tobacco wealth!

If I were a sales manager of most anything, I should rack my brain in an endeavor to find some way to use this idea in my business.

#### -8-pt-

It becomes my pleasant duty, on behalf of my associates, as well as on my own account, to welcome into the field a new publication-The Fourth Estate. The name may sound old, for it has flourished for decades, but the publication itself is new—refreshingly new. New ownership and the inception of new editorial and business staffs have changed everything but the name.

The field of advertising, particularly newspaper advertising, has expanded greatly within the past few years. It is a wide-awake field, an aggressive field, and should welcome such a publication as The (new) Fourth Estate. Our contemporary is surely to be congratulated on the excellence of its initial issue. May it never lose the freshness with which it has begun what should be a brilliant career!

#### -8-pt-

Wanted-\$10,000 to Complete of patented commercial flying machine; no propellers; atmospheric pressure lifts machine vertically; travel in streets; will supplant automobiles; will stand investigation. G-897 Times Downtown.

When I read this want ad in the Times I recalled something Charles R. Flint, "Father of the Trusts," told me as we sat on the porch of his Long Island cottage, "Biamilsite," last Saturday night. He said he was talking to an Irish friend of his recently and the Celt remarked, "I'm not so interested in this radio; what I'm interested in is: what's next?"

Ferhaps G 879 Times Downtown is just a visionary inventor; but who dares say—after radio?

As Mr. Fint remarked as we drove back to New York Sunday afternoon, "I'm believing a great many things now that I never believed before they began pulling music out of the air!"

#### -8-pt-

The makers of McKinney Hinges have done something which strikes me



as decidedly good. Knowing that their market is among people who are planning to build, they have brought out a set of cards which they call "forethought plans." These cards, which are copyrighted, reproduce the typical pieces of furniture used in each room in a house, drawn on a scale of onefourth inch to the foot, which is the scale on which most architectural plans are drawn. The home-planner can cut out these little diagrams and lay them on the blue print plans for his house and get an idea of just how the rooms will look furnished. This will help in the location of base plugs, lighting fixtures, doors, windows, etc.

The only advertising on these ingenious and helpful little cards is the statement: McKinney will feel amply repaid if, when you visit your builders' hardware man, you ask to see McKinney Hinges.

Fair enough.

#### -8-pt-

I nominate Oscar W. Firkins for Censor-General-of-All-Advertising-Copy on the strength of a published observation of his: "The oftener a normal man says a thing, the more he believes it; the oftener I say a thing, the less l believe it."

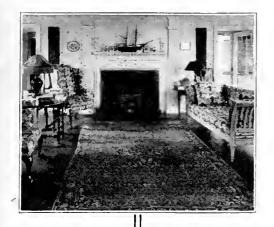
In the absence of such a censor, it would help considerably if every writer of advertising copy would conduct a thorough-going and relentless semiannual housecleaning of his established beliefs concerning the things he writes about. Many of them he would find not to be beliefs at all, but merely habit-phrases-which have come to register as lightly with the public as with him.

Which is a thought to ponder.

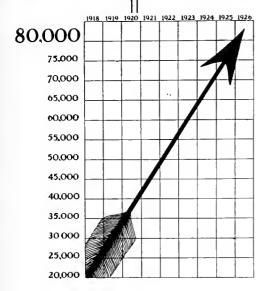
#### -8-pt-

What, with Studebaker coming out with "The President," and Congoleum beginning to name its floor-covering patterns (and how much more "sell" there is in Mayflower Pattern than in pattern No. 476,281-J), and the Pennsylvania Railroad naming its freight trains, it begins to look as though a number of our enterprising business men were reawakening to the value of psychology in advertising and selling.

## The House Beautiful Offers—







## Home Owner Appeal, Net!

The House Beautiful confines itself solely to one subject, the home and its appointments. The matter of dogs, cattle, real estate, etc., it omits. To any product, necessity or luxury, which adds to the beauty and comfort of the home, it offers a friendly entrée at low cost.

♦ ♦ ♦

## Maximum Advertisement Visibility

Each advertisement carried in The House Beautiful faces or adjoins editorial—there are no buried ads. Twelve times a year your individual message commands the undivided attention of 80,000 interested readers whose patronage is influenced by the appeal your product creates.

 $\diamond$   $\diamond$   $\diamond$ 

## A Rising Circulation

In a few years, The House Beautiful has climbed steadily from a modest circulation of 20,000 to one of 80,000. Yet you pay for only 70,000 (A. B. C.) during 1926. You are entitled to space alongside reading matter, you pay for a class appeal—you get it in The House Beautiful.

 $\diamond$   $\diamond$   $\diamond$ 

Buy on a rising tide. Circulation rebate-backed, guaranteed. More facts on request—Write Now!

## THE HOUSE BEAUTIFUL

A Member of The Class Group

No. 8 Arlington Street

BOSTON, MASS.

# Reducing Distribution to Its Simplest Terms

[CONTINUED FROM PAGE 24]

sumers is a study of both distribution and consumption, correlated.

Transportation cannot be organized so that goods will flow in precise accord with the demands of consumption. So warehouses are required to store them en route and at their ultimate destination, where they await the time when they are required. In essence, the stock room or the display shelves of every retail store is a warehouse. To regulate the flow of goods so that these warehouses are supplied, according to the demands of consumption, requires orderly plan and organized performance. The supply must be adequate, but never excessive. It must contemplate available reserves. Transport and intermediate warehousing are essential and inescapable.

ELLING may mean either the directing or the acceleration of the flow ELLING may mean either the directof goods. Selling is essential and ereative; it must be encouraged. Accounting and financing are attendant essentials, for all services must be paid for, all disbursements covered by the purchase price. We are deeply concerned with non-essential expenses, which are also included in the mark-up, which retard the flow of production and distribution. Duplications, misdirected effort, shortages and excesses of supply, congestions and delays are not necessary. for they are avoidable. They can be mitigated when they cannot be eliminated. The clock turns unceasingly, and money invested in equipment, materials, facilities and services, demands its toll inexorably. The more direct the line, the fewer handlings, the more continuous service, the fewer transactions, the sooner liquidation is effected.

If we could have an arterial system, with main arteries leading from the shipping rooms, tapped at logical points to feed dependent arms and members, dividing and subdividing, finally into capillaries reaching to the ultimate point of employment where the consumer buys, all animated and controlled by a coordinated nervous system, we would attain the ultimate economy. In the nature of things, we cannot, but we can reduce inefficiency and misdirected effort with its toll of losses and failures, which if known would appall the most callous. Only a Distribution Census can identify and measure these functions and specifically define their operation. How obtain it?

We have a Census of Population. It is indispensable; it justifies its cost, But primarily, it is political. Certainly it accords with political divisions. It is so aligned and so collated. But have we anywhere a commercial distribution of population? Has any ordered effort been made to allocate populations in buying areas, even the most primary and fundamental areas? Buying areas shrink or expand, according to the nature of the product, according to the intensity of the need, according to the frequency of sale, according to physical restrictions of bulk, of form, of weight and of dozens of other attributes. But surely a half dozen formulæ would cover the major conditions, and areas could be defined and described according to these formulæ.

It is relatively simple, with the facilities and compilations available, for those having access to them to segregate populations within definite buying areas. With the areas located, it is practicable to trace supplies back to their central sources. The trail can be followed back even to the point of their generation. Trace the major movements, and you do much to solve the most vexing problems of distribution. With populations allocated and their consumptive needs estimated by practicable standards, which can be satisfactorily set up, it is possible to locate warehousing points capable of containing supplies, both current and in reserve. It is practicable to define the requisite facilities needed to maintain and refresh the supply to organize the machinery of delivery to obviate the most serious congestions and the most serious deficits.

NE of the marked phenomena in the readjustments which are taking place is the effort of retailers to add lines to help support insupportable burdens, to multiply revenues and help pay increasing tolls. Usually these additions are not new channels created to aid the mass flow, but deflections from one channel to another. Sometimes the additions are handled with intelligent efficiency. More often they are handled by ignorant inefficiency. Rarely are orderly attempts made to measure the demand of a locality, to weigh existing facilities for supplying that demand, to examine the effectiveness of the methods of handling the demand as preludes to the opening of new outlets.

Perhaps a striking illustration is warranted. Here are two postal districts in Chicago—one containing 22,736 families, living in houses commanding the highest scale of rental existing in Chicago; the other containing 27,238 families, living in houses commanding the lowest scale of rental existing in Chicago. In the first district are 139 grocery stores, serving on the aver-

age 163 families; in the second district are 529 grocery stores, serving on the average 51 families. In the first district 64 of these stores are chain stores, 75 of them are independent stores; in the second district 8 of these stores are chain stores, 521 are independent stores. Can any reader tell which stores have been located after consideration of the consumptive capacity of the district? Can he tell which stores are successful, which stores are permanent and which ephemeral? Can he tell which can give the better values? But does anyone think that salesmen do not call on these precarious stores; that jobbers do not supply them?

A manufacturer last week asked "What good would it do me to have a count of the stores in an area selling my line of goods? Doesn't my salesman know whom he can profitably call Haven't we credit information and experience to guide us? What could I do with a count of retailers?" If this manufacturer had irrefutable evidence that the number of stores vastly exceeded the number which the consumptive capacity could support, and had recourse to other pertinent facts as basic, could he direct his effort more intelligently and conserve energies and expenditures? Would he bewail the prevalence of prices cut below cost in an effort to liquidate unintelligently bought stocks? Would he or his competitors, or the jobbers, on whom they depend, be serving on creditors' committees to conserve assets, or be serving writs of replevin, or writing off delinquencies which could not be recovered? Would there be fewer retailers? Some shrink from the idea of driving men out of business, or depriving them of employment. I heartlessly hold it beneficent to drive anyone out of unprofitable employment into profitable unemployment. This is what efficiency

Should there not be a census to enumerate, identify, rate and allocate outlets in each buying area? Cannot even existing census be augmented and realigned to provide the framework? Cannot the machinery be employed to supplement and gradually formulate such an enumeration?

THERE exists the present Census of Manufactures. Cannot it help trace the flow and movement of goods? We have statistical compilations emanating from the Federal Reserve Board. Can they not be amplified to aid? We have business data collected by the Treasury Department for tax purposes. Cannot this information be

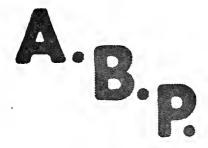
Both have access to the big man

One is his bootblack; the other his legal adviser. Both "reach" the man, but there, you will agree, the comparison ends.

If you wanted to influence this man you would select the lawyer to carry your message, for he is trained in a profession, talks business, speaks with authority, and has the confidence of his client.

If you want closer, more intimate contacts with buyers, select mediums that make that kind of a contact with their readers. It is not sufficient to merely "reach" a prospect, any more than to have any kind of a salesman just make a call.

It is what the publication and the salesman do after they get to the prospect that counts.





# Get the highest type of contact/

Talk business to the merchant, manufacturer, technical or professional man through his own journals. Entrust your message to the highly specialized business papers that speak with authority, that command respect, that have the entree to the interested attention of big men.

Such mediums are not incidental things to be scanned now and then but essential factors in the biggest things in the lives of the readers—their businesses and professions. These papers perform a definite service and exercise an influence that is all their own regardless of how their readers may be "reached" otherwise.

Naturally you will want to use only the BEST business papers,—papers that are well edited, ethically conducted, that furnish A. B. C. circulation statements, that enjoy the confidence of their fields, and that adhere to the highest publishing standards in all departments—that means A. B. P. of course.

#### THE ASSOCIATED BUSINESS PAPERS, INC.

Executive Offices: 220 West 42nd Street, New York, N. Y.

A group of qualified publications reaching 56 fields of trade and industry



# Do not direct it blindfolded!

When you need direct advertising—and every going concern needs it—use direct advertising as a definite medium.

This medium is not printing. It is not bought, prepared and circulated as printing. It is, instead, a specific way of applying the force of advertising, with its own specialized technic, its own standards and methods, its own limitations.

As such a medium, direct advertising deserves expert study and care. Its preparation and production call for the service of an organization that is fitted by experience, ability and by equipment for its execution and, further, that is wholeheartedly enthusiastic about what direct advertising is and what it can be made to do.

EVANS-WINTER-HEBB *Inc.* Detroit 8 22 Hancock Avenue West



The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite modium, for the preparation and production of which it has within itself both personnel and complete facilities: Marketing Analysis - Plan - Copy - Art - Engraving - Letterpress and Offset Printing - Binding - Mailing

adapted to organize road maps of distribution movements? We have the licensing function, employed in Pennsylvania and some other States. Are they not available for the preparation of commercial tide tables? We have registration, as of automobiles. It is available and has proved of incalculable value in developing and guiding distribution of automobiles and of automotive products and accessories. It is doubtful if the automotive industry could have reached half its present volume without registration figures. All these facilities exist, and doubtless many more. If collected, collated, coordinated and organized would the creation of a distribution census seem chimerical?

HAVE no intention of defining the way to organize or adapt them. I have disclaimed any knowledge which qualifies me to suggest ways and means. There are others who have the knowledge, whose lives have been given to the collection, collation and interpretation of data. It is incredible that they will not know the way. I am interested only in arousing a realization of the need and the obvious advantage of a Census of Distribution and to impel those qualified to seek it, to find the means.

I want to refer in passing to a tremendous influence which is reshaping distribution. This is the influence of new transit facilities which tap areas formerly inaccessible and which make available markets formerly unattainable. They promise to transform the commercial fabric of the country completely. Recall the transformation effected by Mr. Ford when he introduced the traveling line of assembly. He carried the work to the men instead of carrying the men to the work, and so permitted fabrication to proceed along a progressive, accelerated line. In part, at least, the vast expansion of the Ford industry is due to transforming this function and making it mobile. Now populations are mobile. They can be carried and want to be carried to the markets. They want the opportunity of selection, of comparing values. It is no longer necessary to carry goods to static populations. The populations come to the market. What will be the effect of the expansion and extension of this facility? More bus lines and more bus lines are being organized and operated and are supplementing the amazing distribution of private au-tomobiles. They are diverting the flow of traffic. Steel rails no longer are essential to direct and confine traffic. Who can say where they will lead or how far they will extend?

I want to cite two instances of mobility. A month or so ago a statement was published by the Interborough Rapid Transit Company of New York. It said that 190 million people embarked and disembarked at their six stations on Forty-second Street, Manhattan, during the last calendar year. This means that the equivalent of the

N.B. This advertisement is one of a series appearing as a full page in The Enquirer.



# Mr. Cincinnati Baseball Fan Dyed in the wool

YOU can find him in his accustomed place in the grand-stand any day the Reds are in town. Watch him—you'll see the whole game mirrored in his face and actions. One minute he is laughing, good-naturedly bantering umpires and opposing team. The next minute, tight-lipped, intent, he awaits the hit that may decide the game.

For Mr. Cincinnati Baseball Fan takes his favorite pastime seriously. If the Reds are winning, he wears an earto-ear smile; if they're losing, his face is a study in gloom. Yet he never gives up—he's a "dyed-in-the-wool" fan. His is the spirit that makes champions.

Who is Mr. Cincinnati Baseball Fan? He is legion. Last year, 500,000 of him passed through the turnstiles

at Redland Field, and at least that many more saw semi-pro and amateur games. In a single day, he paid nearly \$30,000 to watch his favorites play.

Such a man as Mr. Baseball Fan is naturally an ideal prospect for any merchant selling to men. He has money, and he spends it. It only remains to sell him on your wares. Here's a tip on how to do it:

Watch Mr. Baseball Fan any morning, at his breakfast table, on the street car, at his desk. What paper is he scanning? The Enquirer, of course! Reading its sport pages is a ritual with him. . . . And the moral to be drawn from these facts, Mr. Advertiser, is obvious. If you would reach Mr. Cincinnati Baseball Fan, talk to him in the paper he reads every morning—The Enquirer!



A fair-sized city at a single game!

In 1925, 31,888 people paid nearly \$30,000 to see a single contest in Redland Field. During the season, 500,000 persons, or approximately the population of Greater Cincinnati, saw the Reds play on the home lot.

I. A. KLEIN

New York

Chicago

## THE CINCINNATI

"Goes to the home,



R. J. BIDWELL CO.
San Francisco Los Angeles

## **ENQUIRER**

stays in the home"



# s e e d s

WHEREVER the water runs you find—life. But in the water you also find death—sudden, unwarned, devastating. Yet, despite such continuous destruction as would immediately depopulate the world—the water teems with life.

"Why spend trouble and money on an advertisement that lives only a few short moments?"

The end of all life is death. But life, and business, can be perpetuated and increased — if the seeds of tomorrow exceed the destruction of today.

Give advertising, the seed of your future, every chance to offset the destruction of forgetfulness. Give it every aid, in typography, in illustration, in photo engraving.

Gatchel & Manning, INC.

Photo Engravers

West Washington Square ∞ 230 South 7th St. P H I L A D E L P H I A

entire population of the United States passed through Forty-second Street, Manhattan, twice every thirteen months. The other statement is that 110,000 people entered and left the Equitable Building, 120 Broadway, New York, in the course of every business day. If we consider each person represents a family, this means that the wage earners of a city as large as Buffalo assembled each business day on that quarter acre of ground. Isn't this mobility a force that should be measured and harnessed?

# What Makes the Copywriter?

[CONTINUED FROM PAGE 40]

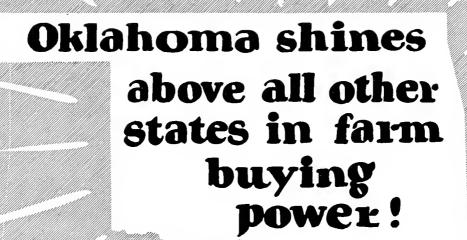
words will lead the smartest of "natural writers" to undergo that prolonged and not unpainful apprenticeship to style, form and the technique of the art which alone marks the fumbling blunderer from the cleanly master of the tools of language.

After all, isn't this logical? Isn't it the secret behind the genius-theory of infinite pains that wrings stellar capacity from inert dictionary symbols? We call Stevenson a consummate stylist; we forget his habit of rewriting three to seven or more times. We doff hats to Gray's "Elegy"-and rightly. Yet into its final flawlessness went seven years of brooding refinement. I remember seeing several rejected stanzas of the "Elegy" that I never would have had the heart to omit, but some dictum of the author's own inner mentor had willed their erasure, and they went.

Behold, then, our successful copywriter. First, a lover of his fellow men, eternally curious about their thoughts, words, needs and deeds, but never unsympathetically so. Second, a strong partisan of their causes—no Mark Sabre neutral, but actively enthusiastic for the idea, the service or the merchandise that has commandeered his pen. (Not, however, as Irvin S. Cobb caustically and sarcastically implied in his first "page-ad" for Sweet Caporal, a "hired hand . . . for so much a word" to any project that comes along!)

Third, an adventurer in strategics, a student of the subtle art of getting things from maker to market by the route least devious and least costly. And fourth, but not least, a ceaseless manipulator and arranger of the shining units of language until, under his practised and loving touch, they become vivid, vigorous and invincible communicators of feeling and purveyors of fact.

Let him, however, lack any one of these four fundamental loves, and he may work at the copy trade for a lifetime without ever sitting above the salt among those masters who merchandise by writing.



## Brookmire Economic Service puts Oklahoma Farmers at top in Prosperity!

KLAHOMA leads the whole country in prospects for farm purchasing power, according to the latest report of the Brookmire Economic Service. A gain of many millions in rural cash is predicted for Oklahoma! These figures from the Brookmire report tell the reason why: Oklahoma's wheat production shows an increase of 135 per cent over that of last year-the corn crop indicates an increase of 110 per cent.—Oats is 40 per cent better and the condition of cotton indicates a production equal to that of last year's bumper crop.

In Oklahoma the increase in buying power of farm-produced dollars will be greater in the next twelve months than in any other state. To get volume sales in the prosperous Oklahoma market you must get farm sales . . . and that is possible only through advertising in Oklahoma's one farm paper, the Oklahoma Farmer-Stockman!

## Tangible Evidence of Farm Prosperity!

Oklahoma's estimated Income from farm prod-ucts during 1926 is set at \$345,000,000 by the Brookmire Economic Service. This is a big increase over the good Income of \$311,000,000 In 1925.

Oklahoma, according to the United States Dept. of Agriculture, has produced a record-breaking wheat crop this year. The estimated production is 69,531,000 bushels.

The Internal Revenue Collector's office an-nounces that Oklahoma's gain in income tax collections for the year ending June 30 was greater than that of all other states except Florida.

Carl Williams Editor

Ralph Miller adv. Mar.

E. KATZ SPECIAL ADVERTISING AGENCY

NEW YORK

DETROIT

KANSAS CITY

ATLANTA

SAN FRANCISCO



Circulation 11,000

Goes to
buyers of
Ready-to-Wear
ONLY!

Advertising of

Women's, Misses' and Children's Ready-to-Wear Apparel in NUGENTS reaches buyers and sells goods.

WASTE
CIRCULATION

Published by
THE ALLEN BUSINESS PAPERS, Inc.

1225 Broadway, New York
Lackawanna 9150

## Undeveloped Radio Markets

[CONTINUED FROM PAGE 32]

also twenty phonographs), while a revisiting of the same restaurants in late June scheduled four less phonographs but an increase of radios to thirty-two. (In these restaurant visits the interviewers were kept away from hotel restaurants and those with orchestras. They were also told to omit "spikeups" and similar unimportant eating places and to call only on branches of recognized chains.) Radio has been particularly popular in the employees' dining rooms and cafeterias, many of which encourage noon-hour dancing for their help.

Willustration should indicate one of the uncultivated markets for radio. Objection there will be, particularly from the barber shops, due to their fear that radio will attract loafers who, being seen from the outside, will give the appearance of crowded chairs and hence lead patrons to pass on with the thought that waiting would be too long; or from a certain type of restaurant which finds radio "too popular" in that dry-agent "spotters" find it an easy cover for lingering about the tables.

When, however, one recalls the stupid hours of waiting a "turn" in a barber shop, a public waiting room, a professional ante-room, the lobby of buyers' offices at a modern department store, a clinic, or the visitors' hall of any manufacturing plant, there arises a vision of radio selling. Add to that market the unnumbered smaller hotels and public restaurants with all their ridiculous efforts to entertain patrons by employment of amateur (and local) orchestras or violinists or singers. Jazz, at its worst, is preferable to much that is perpetrated upon unoffending restaurant customers.

The salesman of radio can offer entertainment for a tiny fraction of the cost of amateur "artists," as has been abundantly proved by those who have tried to interest proprietors of such places. Following the same line of market development, the radio dealer should find a promising world of prospects in summer boarding houses and resorts generally, which have, most curiously, been neglected by radio dealers along with other "summer" markets.

Viewed in a broad way, the selling of radio up to the present time has been a "bonanza" type of undertaking. Radio sets have been displayed by dealers, to be sold to such as came for them. Radio selling has lacked the aggressive methods which created markets for vacuum cleaners and washing

machines, cash registers and adding machines. Imagination, in particular, has been lacking in radio selling. The result has been that radio, today, has been sold to only the most obvious markets with barely a denting on the greater outlets that will be developed.

As further illustration, consider the portable radio sets. Such portables have been manufactured have scarcely justified their peculiar char-They have been merchandised aeter. through the same outlets as other sets, displayed side by side with them, and have been too often at the mercy of floor salesmen who appreciate to the full the defects of the portables without at all sensing their unique fitness for certain patrons. Portables, consequently, have been sold in competition with all other types, whereas they should have one section of the market entirely to themselves.

Portables, therefore, have enjoyed "spotty" distribution. A stationery story or an obscure electrical dealer, who visions the opportunity, will build up a surprising volume in the community solely because his imagination has pictured the type of customer to whom the portable appeals as no other

type ever can.

"Four buildings are the limit of my radio market," relates a dealer who has sold some 200 portables in two seasons. He named them. "Every one is a hotel right near my store. They're not commercial hotels, but the kind that have permanent guests. You know the kind; old ladies and old men living alone because they've been left alone, and rich couples that haven't any children but have a lot of dough. One winter they live in Hotel A., the next in Hotel B., and every summer they go to Lake Mohonk or Muskoka. Everything they own will pack into two wardrobe trunks and a couple of suitcases. The only radio they'll think of buying is one that'll pack easy and be ready to set up without sending for a mechanic.'

MAGINATION? Possibly, but it savors more of a hard, common sense applied to radio selling. Hardly a city or town exists, however, whose hotels and boarding houses do not offer potential radio buyers of this sort, and this statement will apply with equal truth to the Plaza in New York and to the Central Hotel of Villagetown.

Has the reader ever ridden in an automobile equipped with a radio? The batteries are already at hand; the aerial is simply installed beneath the top. Difficulties of reception are manifest. Complete satisfaction is probably

not possible. Yet there is a distinct merchandising opening, not enormous, but considerable, for radio sets so constructed as to meet the conditions of automobile operation.

The California department of motor vehicles has recently begun to use "road service cars" for highway supervision, for examination of applicants for driving licenses, for headlight inspections, for control of truckmen's overloading, etc. Inasmuch as these service cars will be subject to uncertain movement, the problem of keeping them constantly in touch with Sacramento is being solved by equipping each with a radio receiving set. Thus instructions will be issued and a method of highway patrol will be built up similar to a police telephone system.

Such a use may be a fad. Even thus, it offers a market to the dealer. It is conceivable that automobile radios might become wonderfully popular for evening drives, for tourists, for business men as they motor to a country club for golf, for everyone interested in baseball or football scores, and the like. That manufacturer who perfects a receiving set to give reasonable satisfaction to automobile users will certainly open up for radio one of its undeveloped markets.

# Something Has Happened Since 1920

[CONTINUED FROM PAGE 20]

family now to engage its leisure attentions?

Instead of nine morning newspapers it has twelve, an increase of twenty-seven per cent.

Instead of sixteen evening newspapers it has twenty, an increase of twenty-three per cent.

Instead of fifteen Sunday newspapers it has twenty-three, an increase of fifty-three per cent.

Instead of 64 magazines each month it has 107, an increase of sixty-seven per cent.

Where no radio at all existed before, there are now at least five sets drawing entertainment from the air for our happy family.

And where our little community took turns with seven automobiles before, they now have seventeen motor cars, an increase of 240 per cent, enough to take them all at one time out upon the highways if they wish to go.

But the number of magazines and newspapers going to that slightly increased group is not the only quantity that has increased. The *volume* of advertising carried by the thirty-two magazines alone has increased 63 per cent.

Back in those days I spoke of first, that now seem so dimly distant because they were so different, an advertiser could sit by the fire with his reader and visit with him as with an attentive friend.

Back in those fast receding days of

instead of scrambling for position in crowded dailies, national advertisers using small space often can get better breaks in Sunday newspapersthere are three Sundays in Detroit. the Times is not least important -circulation over 300,000.

**BRITISH ADVERTISING'S GREATEST** REFERENCE WORK



100,000 OUERIES CON-CERNING BRITISH ADVERTISING swered in one VOLUME.

November 30th, 1925, was the date of publication of the first Great Reference

publication of the first Great Reference Work covering every branch of British Advertising—the BRITISH ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK 1925-26.
This volume gives for the first time information and data needed by all advertising, British markets and British Empire Trade. You can turn to its pages with your thousand and one advertising questions concerning any phase of British advertising, media and methods—and know that you will find accurate and up-to-date answers.

The 12 Directory Sections and the many pages of Market Data and Research Tables will alone be worth many times the cost of the book to those American Advertising Agents, international advertising, a new spapers and magazines, who are interested in advertising in Great Britain, in British and Colonial markets, or in securing advertising from Great Britain.

in securing advertising from Great Britain.

Great Britain.

For instance, here are given the 1,100 leading newspapers, magazines and periodicals in Great Britain and the Empire—with not only their addresses and the names of their advertising managers, but with a complete schedule of all advertising rates, page and column sizes, publishing and closing dates, circulation, etc. Nothing so complete, comprehensive and exhaustive as this has ever before heen produced in any country. In the Market Survey Section likewise there are thousands of facts, figures and statistics given in the various Tables and Analyses.

country. In the Market Survey Section likewise there are thousands of facts, figures and statistics given in the various Tables and Analyses.

The working tools of any American advertising man who is in any way interested in British anakets or in British at brettsing cannot be complete without this great work of reference. It answers any one of 100,000 specific alvertising queries at amoment's notice; it gives to advertisers and advertising men a book of service that they can use and profit by every day of the year. Nearly 500 pages—59 separate features—more than 3,600 entries in the directory section alone, each entry containing between 5 and 25 facts—1,700 individually free of market data—full retorts of all events and official resolutions and addresses at the Herrogate Convention—and finolly, altogether 100 articles and papers, each by a recognized advertising methods, media and men up to the minute. A year's labour on the part of a staff of able editors—the result of more than 14,000 separate and Individually prepared questionnaires—the combined efforts of a score of experts—the help of more than 3,000 advertising men in collecting the data—iil these have hrought together in this volume every item of information you can need. And withal, the price of this work to a more trifle compared with its utility value. To secure the volume by return, partiald, ready for your immediate use, you need merely fill in the coupon alongside, attach your heards.

First.—A Complete Advertising Text-Book on the Advertising Developments of the Year; Methods, Media, Men, Events. 22 chapters, 25,000 words—a complete Business Book in itself.

Second.—Market Survey and Data and Research Tables—as complete a presentation as has yet been given in Great Britain of how to analyse your market, how to conduct research, how to find the facts you want, how and where to launch your campaign and push your goods—together with actual detailed facts and statistics on markets, districts, population, occupation, etc., etc.

Third.-

on markets, districts, population, occupation, etc., etc., chird.—The Official, Full and Authoritative Report of the First All-British Advertising Convention at Harrogate. Another complete book in itself—60,000 words, 76 Addresses and Papers—constituting the most elaborate survey of the best and latest advertising methods, selling plans and policies, and distribution schemes, ever issued in this country, touching on every phase of publicity and selling work.

South.—A Complete List and Data-Reference and Series of Directories, covering every section of British Advertising: Fourteen Sections, 5,6000 Separate Entries with all relevant facts nhout each, more than 250,000 words, embracing distinct Sections with complete Lists and Data on British Publications, Advertising Agents, Overseas Publications, Overseas Agents, Billposters, Outdoor Publicity, Bus, Van, Tram and Railway Advertising, Signs, Window Dressing, Display-Publicity, Novelty Advertising, Aerial Publicity Printing, Engraving, Catalogue and Fancy Papers, etc., and a complete Section on British Advertising Clubs.

Really Four Works in One—A

Really Four Works in One—A Hundred Thousand Facts—The All-in Compendium. Advertising

Sign this Coupon and Post it To-day-To The Publishers of British Advertiser's Annual and Convention Year Book, 1925-26, Banger House, 66 & 67 Shoe Lane, London, E. C. 4

Please send me one copy of the "BRITISH ADVER-TISER'S ANNUAL AND CONVENTION YEAR BOOK 1925-20" postpald by return. I enclose here-with \$4.00 in full payment.

1919 and 1920, an advertiser could be fairly certain that if he were even a fair conversationalist he could win the attention and hold the interest of his reader for a time.

Today each precious hour is making new claims for the attention of those we would have listen. Today to be dul! is fatal. Today you have a keener, a busier, a more critical, a more impatient reader to deal with. He sees more newspapers, he buys more magazines, but if you would talk to him through their pages, convince him, directly or indirectly sell him merchandise or service, you simply must be as "newsy" as the news, as interesting as fiction or feature, as attractive as the most tempting page.

Advertising had found a form in 1920? So did clothes have style in 1920, but today that style is obsolete. Just as surely as advertising is a vital business force - and it is - just so surely must advertising be molded and remolded, cast and recast for its part.

AR be it from me to speak as a prophet. I speak only as an observer. In my humble judgment, some of the most significant developments in all advertising are taking place right now in New York City. The new Macy retail advertising is the most striking recognition ever given to advertising as news. The Macy News Ad pages establish a new form for copy, a full recognition of the fact that people buy newspapers to read the news, that tomorrow's department store offerings are vital news to the store's customers and should be treated as such. The Macy illustrated advertisement of July 1st was another pioneering move in retail copy, establishing new form for the presentation of merchandise. was a page artistically attractive, full of live topical interest; a page as different from stereotyped store advertising as-well, as 1926 is from 1920.

Several leading magazine advertisers have struck out with an entirely new copy appeal, giving to long established products a new and vigorous vitality by making them more interesting than we ever dreamed they could be. Postum is doing it, Ivory Soap is doing it, Gold Medal is doing it, Jordan is doing itproducing copy so attractive, so interesting, so informative, that it achieves a purpose as constructive as the best edited department of the publication.

There are advertisers today, plenty of them, who are getting wonderful results from their advertising, but they are not doing the obvious. They know that advertising cannot remain unchanged when all around it is ever continuing to change. They know that in six short years we have spun through ages of progress. Maybe you are an advertiser who is wondering why the same lists, the same copy, the same space, the same methods, that you used in 1920 will not work today. And it may be you do not realize that while you have slept the world has turned over. You are now on your back.

# Space Buyers Read Trade Paper Advertising

A vast amount of direct-by-mail advertising from publishers could be eliminated to the relief of agencies and advertisers and to the profit of publishers.

Much of it the buyers would *prefer* to read in publishers' advertisements in the trade papers. It saves time.

Without disparaging direct-by-mail advertising, the truth is that much of it clutters up a space buyer's desk and is actually a nuisance.

It is equally true that much of the *copy* in publishers' advertising whether direct-by-mail or in trade papers is not worth a space buyer's attention.

Space buyers with agencies and advertisers read publishers' advertising when intelligently planned and executed. Some material is more effective if mailed, read and filed for reference. Some is better in a combination of mail and trade paper. Other campaigns might better be confined to trade papers alone.

Publishers should buy advertising as they sell it. Don't buy just one advertisement or two, but a *planned campaign*. And figure on keeping it going year after year—not on the identical scale, necessarily—but decide that you will advertise over a period of years.

Then fill your space with facts your prospects can use. When you come to a period—stop.

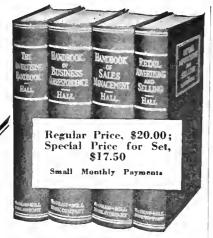
## E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Detroit Atlanta New York Chicago

Kansas City San Francisco



# ADVERTISING AND SELLING EXPERIENCE

—at your fingers' ends

THIS is the indispensable advertising and selling reference and home-study set. Itun dreds of men and women are using it to push themselves ahead. Hundreds of experts in all branches of marketing have it handy for reference. Agencies throughout the country have these books in their libraries. Colleges and universities use the books as texts. If you're in advertising, or selling, or any branch of marketing, don't be without the good this set can bring you.

#### S. Roland Hall's Library of Advertising and Selling

Four Volumes, 3323 Pages, 5½ x 8, Flexible Binding, 1090 Illustrations. \$1.50 in ten days and \$2.00 monthly for eight months.

The big, well-paying jobs call for men with all-around knowledge of the entire selling business—advertising, personal salesmnuship, planning, managing, etc. Add to your own experience a working command of the principles and methods that have been proved in the experiences of the most successful aelling organizations. You get them—hundreds of them—in

## The best experience of leading organizations

of leading organizations
Covers as much ground as courses coating five or ten times as much. Written in the most instructive style, profusely illustrated with half-tones, line drawings, graphs, charts, maps tables. Complete campaigns of many kinds outlined. Thousands of sales ideas and plans, time-saying methods and stimulating anggestion for daily use in solving marketing problems of all kinds-manufacturer to amali retailer. Examples taken from acores of such prondinent concerns as Burroughs Adding Machine Co., Kuppenheimer & Co., Moris & Co., National Cush Register Co., American Radlator Co., Conklin Pen Manufacturing Co., Eastman Kodak Co., Marshall Pield & Co., Lord & Taylor, United Cigar Stores, J. C. Penney & Co.

#### Special Library Price \$17.50

No Money Down Small Monthly Payments Examine the Library for 10 Days FREE

I	KEE	EXAM	LNAT	ION	COUPON

McGraw-Hill Book Company, Inc. 370 Seventh Avenue, New York.

You may send me the HALL LIBRARY OF ADVERTISING AND SILLING for ten days' free examination.

ireo examination.

If the books are satisfactory, I will send \$1.50 in ten days and \$2 a month until your special price of \$17.50 has been paid. If not wanted, I will write you for shipping Instructions.

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# What Industrial Advertising Has Taught Us

[CONTINUED FROM PAGE 22]

ization and its product, as well as establishing confidence in its policy. It must gain and hold prestige and patronage. It must be, as much as possible, a concrete force depending upon certain principles, which, though different in detail, are fundamentally the same.

Such principles must produce definite results, or they are being misinter-

preted, or misapplied.

Obtaining the affirmative reply, or "provoking the response," is the goal, the measure of the appeal's success or failure. No appeal, no matter how finely drawn up, is effective if the reader's reaction does not go beyond the appeal itself, therefore "provoking the response" will depend essentially upon the knowledge of the power of suggestion—of the reactions of the human mind.

THE appeal addressed directly to the life of feeling, impulse and instinct, is the most powerful in most cases.

Judicious advertising must attain to markets otherwise unattainable—must be an incentive to improvement in quality—must work while you sleep and play—must be educational in its broadest sense—must stabilize the earning power of the corporation—must increase the units in the channels of distribution—must be business insurance.

Experience teaches that in starting an advertising campaign, or after it has been in operation for a long time, constant attention must be devoted to the channels of distribution. No national advertising campaign should be started unless there is a distributor in every eity and town of any consequence, ready to fill the demand once it is ereated, and the only exception to this rule is when such advertising has for its purpose the definite idea of building up distribution. Even then there is grave danger that the real purpose will not be carried to its utmost power when results begin to take effect in the localities where there is proper distribution.

The public is becoming more and more interested in how a thing is produced, under what conditions and surroundings, so that they may better judge its intrinsic quality.

The policy of a company toward those in its employ may be made a deciding factor in the choice of its products.

Advertising is an insurance for the health, happiness and bread winning power of the millions concerned in industrial enterprise.

Anything that will produce in the mind and heart of an employee a pride in his craft makes a better employee, and tends toward more economical production, the elimination of waste and the lowering of cost. Therefore, when one of their number is made the subject of an advertisement, given a place of honor and of recognition, the effect upon the rest is marked.

Few have recognized the value of advertising as a means for reducing costs in the plant, but it has this power, and the advertising manager who overlooks it, who does not see to it that every advertisement is placed conspicuously in some part of the plant where the men can see it, is not on the job—

is not 100 per cent efficient.

While advertising can be used effectively to develop the esprit de corps of the employee of a corporation and to arouse the interest of the stockholders and put them to work, it can also be made the means of overcoming labor shortage and of attracting new stockholders. It is human nature not only to admire, but to have a desire to be associated with success. All advertising copy that is producing results should be making its company a success, and should, therefore, breathe or carry with it a successful atmosphere. It should present the human side of the corporation, because, regardless of the criticisms of those who do not know, corporations in this day and age have a very human side and are, to the best of their ability, constantly endeavoring to work out the best possible conditions for their employees. And if the advertising is properly drafted it will not overlook this important part of its organization's effort. It can be made a potent factor in creating in the minds of those who work a desire to be affiliated with the corporation.

W IIILE emphasis has been given to these phases of advertising, they are, of course, subordinate to its main objective—the drive to hold old customers and to create new ones. One way in which this has been accomplished successfully is through that kind of advertising which has as its objective the customer's customer's customer.

Good will is an clusive term. It has been defined as the favor or advantage in the way of trade which a business has acquired above and beyond the mere value of what it sells. It may also be applied to any other circumstances incidental to stabilizing business and tending to make it permanent. It is subject to all the whims and inexplicable changes of the average mind. It may be lost by words, acts and deeds of omission, as well as commission.

The protection of good will once es-

# Why we like the Advertising Business



"WHO cares . . . outside of a few advertising men?" asked some persons when this headline was written and the subject matter of this advertisement discussed.

And the liking of our staff for its daily occupation seems, at first, of interest to only a few. But when this liking produces an enthusiasm that finds expression in improved work—in better copy and more attractive art—the circle of interest widens.

A canvass of our organizations brings to light that:

Probably the most interesting life is the one that touches all other forms of life at the greatest number of points.

In advertising we have almost as much drama as can be found in the theatre, almost as much art and contact with artists as the Latin quarter

affords. There is as large an interest in writing and writers as is popularly supposed to prevail around the luncheon tables of the Hotel Algonquin. And we talk and think in figures as large as those daily considered by the average banking house.

There is, in the work of advertising, all the immensity that comes from a national business. There is all of the concentrated intensity that comes from watching a single retail sale.

Broadly, through vast circulations, we deal with the whole people. Napoleon's commands were carried to fewer. Socrates could not address a fraction of their number.

Intimately, through meeting with our clients, we associate with a high type of individual. We rub elbows with

many sides of one organization. From the president and advertising manager down to the newly arrived foreigner at the machine lathe, we are made to see their organization as a whole.

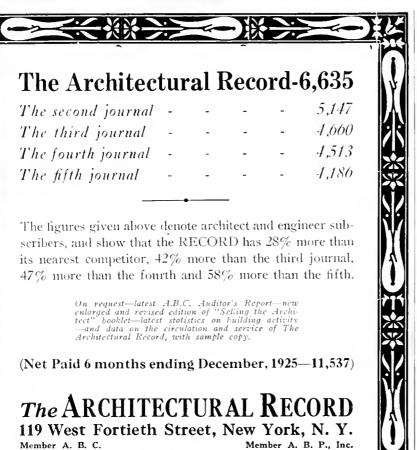
Few other businesses offer such breadth and scope for imaginations to rove or for energies to explore. Here is ample opportunity for the selfexpression which is one of the elemental forms of happiness.

Advertising seems to us to contain all of the major elements of interest that are found in other forms of human activity—with the possible exception of war, the saving of souls, and the setting of broken bones.

GEORGE BATTEN COMPANY, Inc.

Advertising





## Can This Be Your New Field?

Pipe Organs, Reed Organs, Organ Blowers, Pianos, Radios, Song Books Choir Equipment, Band and Orchestra Instruments are finding Larger Sale Than Ever in the Church Field.

The EXPOSITOR

F. M. BARTON CO. + Publishers + CLEVILAND, OBIO

The ONLY advertising medium which is restricted in circulation to the buyers of the field is



The Ministers' Trade Journal since 1899.

## SPECIAL MUSIC NUMBER

Forms Close September 5. Mailed September 15. Rate \$75.00 a page

20,000 interested subscribers

Three times the advertising carried by the nearest similar publication. "Undoubtedly the outstanding religious publication. Expositor returns greater than all others combined."



710 Caxton Building, Cleveland, Ohio

156 Fifth Avenue, New York City

37 South Wabash Avenue, Chicago, Illinois

tablished involves a knowledge of, and the correct use of trade marks and trade names, and the distinction the law places on a trade mark and a trade name. This distinction is best epitomized by the Supreme Court of Kansas, which held that a trade mark relates chiefly to the thing sold; a trade name involves the individuality of the maker, both for protection in trade and to avoid confusion in business. It also involves legal interpretation of registration matters, and constant vigilance to prevent others incroaching upon the name.

A study of the most successful advertising campaigns that have been carried out in this country reveals clearly one fundamental principle well known but often overlooked in the presentation of the advertisement—all successful advertisements should combine the name, the product and the indorsement. I would place special emphasis on the indorsement. You may be worth a million dollars, but if you enter a bank where you are not known, you cannot cash a check for a thousand dollars. So no matter how good the product may be, how well the advertisement is designed, it should contain the indorsement, the word of commendation of those who know it, those who are well known throughout the field in which the advertisement appears.

It is of equal importance to show a reproduction of the product. The association of ideas in the human mind is used in the most scientific memory courses. The eye transmits impressions to the brain. The purpose of advertising is to place an indelible imprint on the brain and assure its retention. Therefore, to accomplish such results, the name, the product and the indorsement should always appear together. I have, therefore, termed these three essentials the trinity of advertising.

### The Water Tower

[CONTINUED FROM PAGE 28]

ing, as successful advertisers invariably agree, and somewhere there is a fine line of demarcation where good copy ceases to be good advertising copy. To any heated discussion on such a subject, Aquazone might lend considerable weight as a valuable example. It is surprising how well known the column is, and how often quoted, even by persons of that type which boasts that they "Never read the ads." And it is also surprising and particularly illuminating how frequently persons of this same type —not to speak of people in general -have adopted Aquazone as "that other ingredient of a highball."

Too much "cleverness is a dangerous thing; too little is often ineffectual. Aquazone, it would seem, has found and stuck to the happy middle course.

## ADVERTISING ON THE PART-TIME BASIS

Perhaps the reason why many advertisers fail to get the maximum of enthusiasm and constructive help out of their advertising counsel lies in the fact that they look upon the agency as something that is supposed to perform only when it is called on. The rest of the time it is not encouraged to speak unless spoken to.

This is bad for the agency. It is doubly bad for the advertiser. The best and most enduring advertising relations occur where there is an intimate relationship between client and agent—a daily give-and-take of advice, information, suggestion, and stimulus. Under these conditions the client welcomes initiative on the part of the agency, imposes initiative upon the agency as a business opportunity.

And when you examine the successes of good agencies you find invariably that they were permitted, even expected, to function all the time, all along the line, and that they rose to the opportunity.

CALKINS & HOLDEN, INC. 247 PARK AVENUE, NEW YORK CITY

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## Hire us for three months only

A T THE end of that time, we will go or stay, on the basis of results shown.

Many a successful man can look back to the difficult and adventurous time when he got his first chance, his first real start, on such a basis.

In our sixteen years of experience, we have found no better way of starting relations with advertisers than this old method of "Hire us for three months only."

## What we do in those three months

In those three months, for a nominal fee, agreed upon in advance, we build you a Marketing and Advertising Plan. This is quite different from submitting ideas in advance, on speculation. For a period of three months you have from six to twelve of our trained men working on the problems which are peculiar to your own company and product.

This gives you an outside viewpoint. It gives you varied and specialized experience. It gives you an opportunity to size up the ability of an advertising agency, actually at work on your own product, without committing yourself to any expenditure other than the nominal fee.

## Has this method been successful?

Success must be measured by results. Results to be called successful should mean increased profits and permanent business building. The histories of the businesses of our customers following the building of the plan must be the answers as to the success of "Planned Advertising."

May we send you a copy of The Preparation of a Markelired Plan " In this baok Mr. Hoyt exhibits more fully this method of "Planned Advertising."

CHARLES W. HOYT COMPANY
Incorporated

116 West 32nd St., New York Boston Springfield, Mass. Winston-Salem, N. C

PLANNED ADVERTISING

## Fashion's the Thing

[CONTINUED FROM PAGE 27]

stores of today are those that are playing fashion. tone socks, getting away from the wilder socks, but remaining two-tone.

One of the most important ways to get in interesting fashion facts is through the novelty departments. For instance, right now it is good fashion to be labeled. You are supposed to have your name on your hat, your shoulder, on your hip, in whatever kind of stones you can afford. It isn't right to have Chinese figures; you have to have your own initials. You have to be yourself; you can't go masquerading.

Take fashion's hat these days. Few stores have spread the fashion story of the last few months. After the small "Cloche" hat had ruled longer than any other along came the big, plain "Milan" hat. Notice that it must be plain. No wild flower forests parade in its peak, as so many milliners would have it. It has to be simple.

AND there is one type of small hat that is most important. The fashion feature of it would be most interesting to women. It is put on the head and crushed into the shape of a bag of candy or a cook's hat, but it has to be crushed to suit the face. That crushing could be the subject of a series of interesting advertisements.

Consider the example of sweaters. Stores take it for granted that they can't sell sweaters. But many stores have sold sweaters in pairs this spring and summer. One of them is a slip-over and the other a coat sweater; they are worn together. This double sweater was worn at Biarritz two years ago. Then it appeared at Tuxedo Park. Last winter Palm Beach wore it, and now all spring it has been a fashion and should have been played harder as such.

And the selling of sweaters means the selling of skirts.

Consider the neck. Think of the possibilities in selling more necklaces. The Charlot necklace swept over the country like a fire. It was first worn by Gertrude Lawrence in "Charlot's Revue," and sold for close to \$100. Now it is selling in Macy's for seventy-four cents.

Few stores have seen the possibilities of selling fashion to men. Tripler has done it. Weber and Heilbroner have done it. Many other stores have done it, and many other stores will do it.

It isn't hard to recall the days when Hart, Schaffner & Marx offered only quality and durability. They never said anything about fashion because, said they, men weren't interested in it. They've recently changed their tune.

Notice the wild neckties you see on are a lot of ways of lying in advertising men this summer. Few stores have adbesides in price and description. The vertised this fashion. Notice the two-business of saying a fashion is up-to-

tone socks, getting away from the wilder socks, but remaining two-tone. Think of the wonderful fashion story in men's shirts, which is rarely told.

Fashion includes much more in its scope than merely women's and men's clothes. It applies to house articles as well. There are two important fashion trends of the moment in home furnishings: one is the simplicity of the early American furniture and the other is the decoration and ease of the French Provincial.

The early American furniture reflects the character of the people who designed it. They thought that to be right in spirit one had to be uncomfortable. Hence the severity of line of their chairs. But the furniture has the virtue of being simple, and it is always in good taste.

The French Provincial reflected the spirit of the times when the aristocracy lived its life of ease; hence the comfortable, though decorative, features of the style.

In the selling of furniture and home furnishings, fashion should play a most important part—and it does with those few stores that know. And will with more stores as they learn to know. The greatest furniture store in America, Barker Brothers (Los Angeles), does the most with fashion. Smaller furniture stores are convinced that people buy chairs rather than comfort. As long as they pay a high price for the advertising of chairs rather than for interesting people in their chair comfort, they will pay for it.

T is time that more store chiefs took some of the mystery out of buying. Buying is a hard job—but not a mysterious one. It is largely a matter of taste. Stores could afford to invest fortunes in cultivating the taste of buyers. Buyers now buy the things they like. They are similar to many advertisers who write advertising to please their public.

Some day store chiefs will realize that the most inexpensive buyer is the most expensive thing in the store. Stores in the future will spend more money in brains and less money in markdowns.

Good fashion promotion plays the winning fashion runners. Several outstanding fashions from Best's and Franklin Simon's have run for months.

It is foolish for an advertiser or other store executive to come home from a very solemn Better Busness Bureau agreeing to be honest with comparative prices and other checks on dishonesty, and then cheer fashions which are as old as a California tree. There are a lot of ways of lying in advertising besides in price and description. The business of saying a fashion is up-to-

In the recent Prize Contest for the Best Advertisements Written by the Publishers of Country Newspapers, this advertisement by

FORREST W. TEBBETTS
The Bracken County Review
Brooksville, Ky.
Was Awarded 2nd Prize of \$50.00

# Smith of Main Street Reads and Buys in Millions!

To start with, there are nine and one-half million of him!

All of the Mr. Smiths, of all the scores of Main Streets, take some home town or county newspaper, which goes into their homes, remains "live" an entire week, and is READ THOROUGHLY.

All of the Mr. Smiths know that their home town merchants sell honest goods, give genuine service, and have a high sense of business integrity. They believe advertising, and believe in it!

In contrast—Mr. Horace Hardboiled, of Bigtown, city of high pressure living, and high pressure selling, buys HIS home town paper of a corner newsie, scans the scare-heads as he walks, gets the latest murder while he hangs to a street car strap, reads the sport page with his after-dinner cigar, and rushes off to the neighborhood theatre, while the paper—full of high priced advertising—lies lonesomely in the waste basket—as dead as Pompey.

National advertisers buy newspaper space as they sell their own products—in a big way. Intense study of actual conditions proves to the big space buyer that Mr. Smith of Main Street—nine and one-half million strong—is the best audience in the world.

He is an audience who will listen—the first requisite. He is an audience who will carefully, slowly, thoughtfully, weigh the merits of the product, and REMEMBER them. He is an audience who cannot be stampeded, but who will follow sane, logical leadership, AND FOLLOW UNTIL DEATH.

Tell Mr. Smith of Main Street He Buys as He Reads

The country newspapers represented by the American Press Association present the only intensive coverage of the largest single population group in the United States—the only 100% coverage of 60% of the entire National Market.



Country newspapers can be selected individually or in any combination; in any morket, group of stotes, caunties, or towns. This plan of buying fits in with the program of Governmental Simplification, designed to eliminate waste.



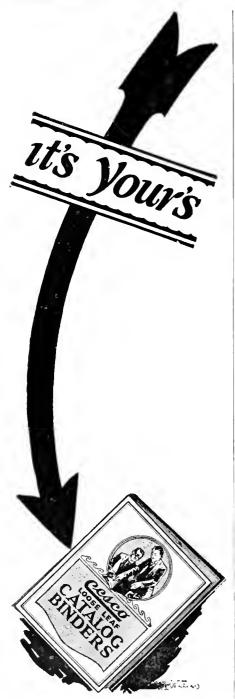
Represents 7,213 Country Newspapers-47½ Million Readers

Covers the COUNTRY Intensively

225 West 39th Street

122 So. Michigan Avenue CHICAGO New York City

68 West Adams Avenue DETROIT



THIS is a 24-page book illustrating a variety of types and grades of Binders for Loose Leaf Catalogs. It offers suggestions and ideas for the Advertising Man, also the manufacturer making and selling all types of merchandise. It shows suitable binders for Dealer's Catalogs, Salesmen's Catalogs, Customers' Catalogs, Special Surveys or Prestige Literature.

Write for it TODAY!

THE C. E. SHEPPARD CO. 273 VAN ALST AVENUE LONG ISLAND CITY, N. Y. date when it isn't, is bad ethics as well as bad advertising.

Buyers will depend on the opinion of "fashionists" and consult with them before they buy. Such information, gathered by an intelligent, alert fashion adviser, free from all authoritative sources—trade papers, trade magazines, fashion magazines, reporting services—is a sound basis for buying. It should be eagerly sought by intelligent buyers. Not that the adviser tells a buyer where to buy things. The buyer knows markets best, of course. The fashion adviser has an accurate, unprejudiced picture of the fashion situation and reports these to the buyer, who follows her suggestions in most of her buying.

The making of a new fashion is as worthy of comment as the making of any other labor-saving article. Because, of course, a new fashion is a labor-saving article. It helps women save time in the getting of the things they want: comfort, admiring glanees, the assurance of being rightly clothed.

Fashion gives thousands of women something to live for.

## Department Stores Self-Service Stores

[CONTINUED FROM PAGE 38]

class of trade; either by interior attractiveness or by atmosphere. The self-service plan of selling general merchandise is still infantile in its practiced form. But the possibilities are there. There is no reason why such merchandise as lingerie, underwear, hosiery, gloves, aprons, house-dresses—in fact, any line in which adaptability to the wearer, such as exact fit, lines and style, does not figure materially-cannot be sold in this way. Take for example, hose. One pair might be used for display and examination by the purchasers, with an accompanying card of samples showing each color carried with its proper name. The stock could be arranged with each pair in an individual wrapping and each shade grouped together with the range of sizes. Both shade and size should be marked when it is wrapped on each package to prevent mistakes in choice. For example, a line priced to sell at \$1.25 would be arranged in one section, according to color and under color, by sizes. The buyer could examine the one pair exhibited for inspection, select the color she desires from the chart of sample shades, and from the section in which such colors are packed, select the size she wishes. The goods she chose would then be taken to the exit, where payment would be made. and the individual packages would be slipped into one envelope for convenient carrying. By this method the buyer could be assured of getting fresh, unhandled goods of the shade and quality satisfactory to her; at a price which could be considerably less

### SKILLED WRITER

Augus

A business service of high standing has an opening for a man of proved ability as a clear-headed thinker writer. Business experience is desirable; trained brains essential. This job offers a good salary and a splendid opportunity to the right man. State vour age, education, experience, and recent income. Your reply will be held in strict confidence. Address Box 408, Advertising & Selling, 9 East 38th St., New York City.

DISPLAY advertising forms of Advertising and Selling close ten days preceding the date of issue.

Classified advertising forms are held open until the Saturday before the publication date.

Thus, space reservations and copy for display advertisements to appear in the Aug. 25 issue must reach us not later than Aug. 16. Classified advertisements will be accepted up to Saturday, Aug. 21.



Six hundred and eighty-two industrial power plants in the United States have reported to POWER their essential equipment facts.

Some of these facts are startling.

The surprising diversity in the age of prime movers in operation today; the amazingly large proportion of plants which still use hand-firing; the astonishingly small proportion which meter their feed water and weigh their fuel; the still smaller proportion which use superheat; the encouragingly large proportion of which plan rebuilding and expansion in the near future—

Facts such as these stand forth in the reports.

The value of the reports is intensified by their wide distribution among all the principal industries of America.

We of POWER have gathered these facts in the course of our persistent campaign to help manufacturers of power plant equipment widen their markets. We have classified and tabulated the reports by industries and we will gladly place them at your disposal.

Would you like to see them? We believe that these facts will be of real value to you in your sales effort in the power field.

# POWER

A McGraw-Hill Publication Tenth Avenue at 36th Street, New York

# DALLAS



## An Ascending City

Dallas. 42nd among American cities in 1920. 37th in 1925. Moving forward.

Nineteenth in volume of business among American cities.\* Seventh in volume of business per capita.

Twenty-five million dollars more bank clearings so far this year than last. \$150,000 more postal receipts.

More than ten per cent increase

\*Bank elearings for 1925.

in family population, as shown by city utilities connections, this last year.

Dallas lies at the heart of an agricultural area of great wealth, where crops of feed and foodstuffs are now being harvested than which the memory of man recalleth none better.

Marketeers will find in all America no more promising theatre of effort than this. than that asked by a store where such a transaction involves the time of two or three persons. There could be a radical reduction in clerical help and an elimination of much of the damage from handling. As bargain counter sales of hosiery are now operated, hose of the more delicate textures are almost certain to be in a damaged condition when they are purchased. Rough hands, finger nails, rings and careless handling are disastrous and render the goods rather less than a bargain, with consequent dissatisfaction to the cus-

OINCIDENT with the development of the self-service idea will come, in all probability, a standardization of size and style, and a greater dependence on known brands, a development which will be profitable to manufacturer and retailer alike. Another advantage which self-service is likely to show is a reduction in the total amount of returned goods. What a woman chooses in this fashion, she usually needs or wants and, therefore, keeps.

It would be interesting to know just how many items are bought because of some sort of sales pressure and are later returned when such pressure is definitely removed. Undoubtedly the total number of such returns is fairly large.

Where the customer serves herself, she is influenced only by desire or necessity; and necessity is usually more effective than desire when no outside influence is brought to bear and the transaction is one involving cash.

It is fairly easy to enforce the "cash and carry" system in connection with self-service. If the customer is attracted by the price advantage offered by self-service, she is easily persuaded to increase the reduction by self-delivery and complete her saving by pay-Many of the present diffiing cash. culties which have so unpleasant an effect on the net profits of department stores could be eliminated were a saving in labor shared with the customer in return for the comparatively small trouble of selecting her own goods and either carrying them away herself or paying a small, definite charge for delivery.

Much of the educational work on the value of self-service has already been done in other lines. The introduction of the system into new fields will meet with approval provided that the service can be offered in a manner which will appeal to people of the better class. It is to these people of the so-called "middle class" that the dollar actually means the most.

They are people whose incomes are much smaller than their tastes would suggest. Moreover, they are by training cautious buyers. But they demand pleasant surroundings for their bargain hunting.

It has been a mistake that goods sold to attract the economical purchaser should be offered in a manner bearableonly to the undiscriminating.

Dallas is the door to Texas The News is the key to Dallas

## The Dallas Morning News

#### Detailed Research on Advertising Appropriation Making

It is the most authoritative data on this subject in existence. Details of methods in use; complete systems of forms for budgeting, etc. A splendid and to any advertising manager.

Careful analysis of all phases of subjects; in loose leaf binder.

### THE BUSINESS BOURSE

15 West 37th St. New York City Tel.: Wisconsin 5067

In London, represented by Business Research Service, Aldwych House, Strand



# What *are* the Scripps-Howard newspapers?

SEE by the newspapers."

The authority for ninetenths of the popular opinion on all current topics of interest!

But what newspapers? Are you

But what newspapers? Are you concerned with the character and the standing of your newspaper—of that medium which furnishes the background for those personal opinions by which you are judged?

Scripps-Howard is the hall-mark of News Accuracy, sane and constructive Liberalism, editorial Tolerance and political Independence.

EDITORS of Scripps-Howard newspapers think straight and write straight. Their news columns are full of facts, but free from opinion; their editorial columns are full of logic, but free from demagoguery and vituperation.

TEITHER Pollyannas nor journalistic grouches, these newspapers are the focal point of

every movement tending to make life more livable for the people of their communities.

These newspapers are good citizens of

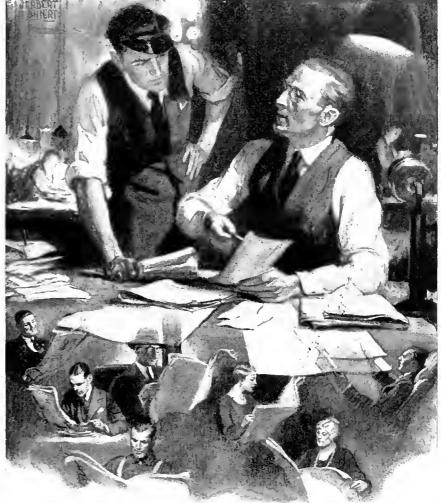


their communities. They are always too busy to quarrel with individuals, but never too busy to engage in a good fight for a good

This is truly American journalism . . . Scripps-Howard journalism . . . a journalism which is well rewarded because its editors make

their newspapers not only popular, but—respected!

AND confidence — the greatest reward which readers can bestow — is given in overflowing measure to the twenty-four Scripps-Howard newspapers by more than a million and a half families.



## SCRIPPS-HOWARD NEWSPAPERS

MEMBERS AUDIT BUREAU OF CIRCULATIONS

MEMBERS OF THE UNITED PRESS

Cleveland (Ohio) - - - Press
Baltimore (Md.) - - - Post
Pittsburgh (Pa.) - - - Press
San Francisco (Calif.) - News
Washington (D. C.) - News
Cincinnati (Ohio) - - Post
Indianapolis (Ind.) - - Times
Denver (Colo.) - - - Express
Toledo (Ohio) - - News-Bee

Columbus (Ohio) - - - CITIZEN
Akron (Ohio) - - - TIMES-PRESS
Birmingham (Ala.) - - POST
Memphis (Tenn.) - - PRESS
Houston (Texas) - - PRESS
Youngstown (Ohio) - Telegram
Ft. Worth (Texas) - - PRESS
Oklahoma City (Okla.) - News
Evansville (Ind.) - - - - PRESS

Knoxville (Tenn.) - - - News El Paso (Texas) - - - Post San Diego (Calif.) - - - Sun Terre Haute (Ind.) - - Post Covington (Ky.) - Kentucky Post\* Albuquerque (N. Mex.)

State-Tribune
\*Kentucky edition of the
Cincinnati Post.

ALLIED NEWSPAPERS, INC.

National Representatives

250 Park Avenue, New York, N. Y.
Chicago Seattle Cleveland
San Francisco Detroit
Los Angeles



## THE OPEN FORUM

WHEREIN INDIVIDUAL VIEWS ARE FRANKLY EXPRESSED



#### "Four Out of Five"

R. DUTCH of Boston refers to the conflicting claims of Forhan's and Lyons on the celebrated "four out of five" statement. I think it is generally understood among medical men that this statement needs qualifying-that this proportion of sufferers from pyorrhea exists only among people of a certain age or over, 35 or 40 years, I believe, being the minimum.

My belief in this fact is strengthened by the noticeable tendency on the part of the recent Forhan's advertisements to indicate that among the members of a crowd, pictorially represented, four out of five will get pyorrhea. It would be possible to depict in this crowd only people of the necessary age to make them fall into this class. In my limited observation, these pictures never include obviously young people.

PAUL M. MILLER, The Economist Group. New York City,

#### Better Than Parades

E too! Count me among those Who are in favor of the boot when it comes to useless parades and parasitic floats.

I agree with Neal Alan, as put forth in The Open Forum of the July 14 issue, that parades are a part of Army and Navy régime, and fundamentally wrong when used for business.

If you've got money to spend for exploitation of a convention, or some other such purpose, and can't think of anything other than a parade-then here's an idea for you. Did you ever see a mob of kids at a ball-game or a movie? For pure unadulterated fun for everybody-and your money's worth every time-you can get more kick out of playing good fellow to a swarm of orphan kiddies than you could ever get out of splashing your money up and down the street in the form of floats and parades. And, if advertising is what you want, you'll probably get more honest publicity out of taking the kids to a Harold Lloyd matinée than you ever expected to get out of the parade, with a good measure of public good-will thrown in.

Which looks the most sensible to you: "Advertising Delegates Stage Big Parade and Block Traffic for Three Hours," or "Advertising Men of the World at Convention Are Hosts to 700 Orphan Children"?

Then, there's another angle to the

parade idea: the fire and accident sky-lines used to advertise chewing menace; traffic paralyzed; retail busi- gum, tobacco, perfumes, etc. ness blockaded.

In Los Angeles, where Hollywood is the recognized kingdom of hokum and one might expect an outbreak of freakish pageantry, we have long since disposed of the parade on downtown streets. Even the Shriners at their great convention here last year, with all their glorious bands and fife-anddrum corps, staged their parades in the Coliseum at Exposition Park. The Coliseum wasn't large enough to hold all of the spectators (and it seats 85,000 people), but neither would Broadway or Spring Street be large enough with people standing up. So, for the reasons mentioned in the preceding paragraph, Los Angeles years ago passed a measure prohibiting parades on the main thoroughfares of the city.

The parade float was never a good advertising medium-and only a pitiful, ineffective publicity stunt at best. C. ALAN WALKER,

Blum's Advertising Agency, Los Angeles, Cal.

#### Ill-Considered Advertising?

AY I say that John W. Powers in your July 28th number judges the Eiffel Tower advertising more as a critic who passes on a work of art than as an advertising man.

The writer, formerly a designer in France, a French citizen and for four years in American advertising, can speak from the French point of view.

The fact that this publicity stunt was used by our H. Ford does not mean that we have lost some of our artistic judgment. If some French people feel badly about this, it is to be expected; there is always someone to criticise any particular move in any direction. And the Eiffel Tower itself was originally built for the advertising of French engineering during the National exposition.

As for Mr. Powers' hopes that American advertisers do not follow the example of the French, let him remember that modern advertising is essentially an American industry and has grown out of market competition, that the French modern advertising is following American advertising in its ways and thoughts.

One might find things to criticise in the unusually large posters of your nice boulevards, or in American city GEORGE F. BARTHÉ, Hyde-Baumler, Inc.,

Syracuse, N. Y.

#### Is This Retrogression?

I STARTED Percival White's article, "The High Cost of Salesmen," with the joyous thought that "Here I am going to get some real dope on this interesting subject that will be as useful as practically all Advertising and Selling contributions are," but on wading through it I was no more enlightened than when I started.

Mr. White, I daresay, had some good purpose when he wrote it, but to my mind it smacks strongly of retrogression. Supposing we did let the production wait upon the demand. What then? Would Campbell in Camden sell soup in Seattle? Or would the Jonses of Dallas buy Fords from Detroit? Would they rely solely upon the printed word? Would we all believe in the Bible and its teachings, sold to us by the greatest Salesman of all time? Would we be wearing clothes? And would any of us be educated? Have not all of these things been irrevocably imbedded in our very beings by the process known as selling?

Why, then, this article in destruction of a proved order of things, even if it has for its object only one symbol of the field of selling-the manufacturer's salesman? Supposing the cost is high? Isn't the end worth the means? "High" is relative anyway. Would Mr. White be willing to dispense with his radio or his watch if he thought that by so doing he could help to forestall a salesman's expense in traveling to his city to arrange for a supply of watches and radios in the marts of trade? Or, if he lived in Podunk, would be be satisfied with the merits of such products made in his immediate locality and sold on the basis of waiting for the demand?

Whatever the ulterior meaning of this article. I crave an answer. Advertis-ING AND SELLING is an estimable journal which helps infinitely to keep me posted on modern trends; which tells me what the other chap is doing, and which often comes to bat with real concrete ideas that save or make money, but this latest effort has me guessing.

J. K. MACNEILL, Asst. Sales and Adv. Mgr., Hewes & Potter, Boston, Mass.

### Announcing-

# GOTHAM

The Most Modern Engraving Establishment in New York

The Gotham, possessing the most modern equipment, employing only the finest artisans and maintaining a complete night force to insure all your work of the most careful preparation and the quickest possible delivery, offers you a photo-engraving service unique in the annals of the craft.

The Gotham is a new organization but it is composed of men brought up in the highest traditions of their craft—men properly respectful of all that has been developed in the past and yet forward-looking enough to avail themselves of the best and latest facilities for the production of the finest quality work.

### The GOTHAM PHOTO-ENGRAVING CO., Inc.

229 West 28th Street

New York City

### GET YOUR SHARE!

ATE summer business in the Fort Worth trade territory should be the heaviest ever known, because of the marketing of the best wheat and oats crops in the history of Texas. A conservative estimate places the amount of money to be paid farmers in this section for their grain at \$60,000,000.00. This will tide over the ordinary dull season between spring and fall, and will be a decided contrast to previous years when the grain yield has been small and the prices low.

Building in Fort Worth is far ahead of last year and will continue big all during the summer, due to the erection of many large and important buildings. The same is true of the adjacent and the West Texas territory, which is building both large and small structures at a big gain over previous years. Building permits in Fort Worth first six months 1926 exceed entire year of 1925.

Retail sales in Fort Worth have gained steadily over last year and promise to maintain the gain throughout the year.

There is no employment problem, both skilled and unskilled being at work.

Oil development will be feverish all summer, due to the opening up of new fields, the demand for gasoline and the good price of crude. The Panhandle is now hitting the high mark in Texas Oil production and is predicted by leading oil publications as the country's greatest oil field.

These and countless other sources of untold wealth are enriching the people of West Texas

the people you reach through the great West Texas medium

### THE STAR-TELEGRAM THE RECORD-TELEGRAM

with greater circulation than any other three mediums combined.

CIRCULATION OVER 120,000 DAILY and SUNDAY

NO CONTESTS

NO PREMIUMS

### FORT WORTH STAR TELEGRAM Fort Worth Record-Telegram

FORT WORTH STAR-TELEGRAM and Fort Worth Record (SUNDAY)

AMON G. CARTER Pres and Publisher

Charter Member Audit Bureau of Circulation

A L. SHUMAN Vice-President and Adv. Dir

In the Lumber Field It's the American Cumberman Established 1873

CHICAGO, ILL.

Published Weekly

Bakers Weekly A.B.C.-A.B.P. New York Office—45 West 45th St. CHICAGO OFFICE—343 S. Dearborn St. Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis

### PROVE IT! SHOW THE LETTER

if your salesman could show skeptical prospects the testimonial letters and orders received from satisfied customers, it would remove doubt and get the order. Don't leave testimonial letters lying idle in your files—give them to your men and increase sales thru their use.

Write for samples and prices

AJAX PHOTO PRINT CO., 31 W. Adams Street, Chicago

### Teaching Your Salesmen to Teach

[CONTINUED FROM PAGE 36]

new man and was forced to entrust the balance of the training to the other junior.

In showing how this was done, this upil-teacher said: "John Morgan pupil-teacher taught me how to teach. He taught me that the first thing that I should hammer into the mind of the other cub was to 'Stop, Look, and Listen.'" He explained that the 'Stop' meant that 1 must teach him to pause frequently enough to make sure that he knew what his purpose was and how he planned to accomplish it. He taught me that the 'Look' meant to keep his eyes opened for competitive activities, for opportunities for service to customers, and for the opportunity to teach your customers' salesmen. He taught me that 'Listen' meant that I was to keep my ears wide open for everything that would help me to sell another dollar's worth of our merchandise; that the part of my duty to teach this cub, and to profit myself, was to listen to the conversations vouchsafed me by other successful traveling men in noncompetitive lines; to listen to buyers when they had any type of message, to listen to customers in a store, and to the salespeople's replies, and to listen to every single word in every single message from the house."

THE point I wish to drive home is that we are replacing both senior and junior salesmen on our own force with men who can both sell and teach. Our subsidiary is now paying eight per cent dividends instead of showing a loss, because we dropped as rapidly as we could make certain every man who could not teach as well as sell.

With the countless chemical specialties of our subsidiary company, the ability of the men to teach manufacturers how to use our products; to teach them to get out of the rut of oldtime methods; to teach them that they could afford to pay ten times more per pound for our subsidiary's chemicals than for those they were using-meant the difference between bankruptcy and what we all believe will prove to be a more profitable business, dollar for dollar, than our parent enterprise.

How do we teach our salesmen to Our commodity sales managers go to school under me and then proceed to teach school themselves. In my teaching I am assisted by outside professional teachers with whom my commodity sales managers have frequent conferences.

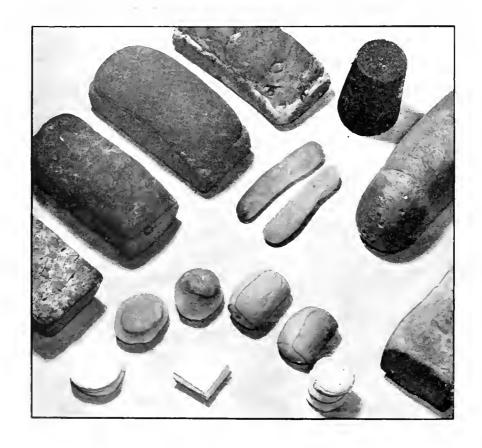
We hold classes both at our sales conventions and our divisional conferences. We have a correspondence school (although we do not call it by that name) directly and solely intended to teach

our senior salesmen how to teach their juniors. In connection with this course we have a text-book (which we call a

# The ew Delineator ome nstitute

# Delineator

### ome nstitute



he taff of ife

New consideration will be given the new cooking ways in Delineator Home Institute

### Directed by ...

# ildred addocks entley

 ${f B}^{
m Y}$  all who are qualified to judge, Mrs. Bentley is regarded as the final authority in applied domestic science.

Her directorship of the new Delineator Home Institute is assurance that all information published on foods and equipment is not only chosen with care but has first been put to practical test.

The scope of the Institute is defined by Mrs. Bentley in the October Delineator in the following words:

"This new Delineator Home Institute is planned to be as broad as the home itself. In its pages all that has to do with the technique of home-making will be considered—foods and good cookery, home management and engineering."

The entire top floor of the Butterick Building has been made

### COOKING BY ELECTRICITY

New times, new ways, modern scientific methods will be tested and explained in the new Delineator Home Institute



over to house the Institute, its Kitchen Laboratory and the other phases of its activity.

Each month, starting with October, Delineator Home Institute will publish tested information of keen value to the progressive housewife.

With the November issue, The Designer is combined with Delineator in one magazine, known as Delineator. The guaranteed circulation, from November, will be 1,250,000. As the present combined circulation of the two magazines is 1,700,000, the advertiser will, obviously, for some time to come, be receiving several hundred thousand excess circulation.

### THE BUTTERICK PUBLISHING COMPANY

S. R. LATSHAW, President



. The entire presenth floor is given over to the new Delineator Home Institute

manual), and examinations (which we call questionnaires). We use both the text-book and the case system side by side. We put problems taken from one division before the senior salesmen of another. After they have solved these, we ask them to put the same problems or, better still, problems involving similar applicants, but taken from their own experience, before their junior salesmen

We have a definite system of marks (which we call ratings), and we have diplomas (which we call cash bonuses) for those senior salesmen who show the greatest results and for those who show the greatest progress in the ability to teach.

In addition to these "diplomas" (which run as high as two hundred and fifty dollars in gold for first place) we work into our courses material which enables our senior salesmen to teach the salespeople employed by our customers, and we have similar cash prizes for those who are most successful.

And within our sales force we are thus constantly building up not only senior salesmen who are producing greater results by their ability to teach, but also junior salesmen who, even while learning how to sell, are getting at first-hand an excellent foundation for learning how to teach.

### Vogue Company Wins Injunction Plea

THE suit brought by the Vogue Company of New York as publisher of the magazine Vogue and maker of Vogue patterns in the United States District Court of Ohio asking for an injunction against the Vogue Hat Company of New York and the Thompson-Hudson Company, a department store of Toledo, restraining them from selling millinery under the name "Vogue Hats," and from representing that the said "Vogue Hats" are made by the publisher of the magazine Vogue, was finally decided recently by the United States Circuit Court of Appeals in Cincinnati, in favor of the Vogue Company.

Commenting on the policies of the Vogue Hat concern, whose merchandising is characterized as "permeated by the taint of international fraud," the court declared that the situation could not be corrected simply by the dropping from the concern's advertising of the well known V girl trade mark which infringes most flagrantly upon that of the Vogue Company, even though the businesses involved were not in direct competition, strictly speaking. The court is further quoted as follows:

### Advertising and Sales Promotion Manager WANTED

A LEADING New York manufacturer of hats for men requires a competent man to conduct his advertising department.

The right man must have had experience justifying confidence in his ability not only as an advertising man, but as a salesman. He will be expected to sell the policies of the company by correspondence and by personal contact with the retail men whom he will meet not only in the home office but on the road.

Style and color being vital elements in the design of this manufacturer's product, he must have a keen sense of the artistic.

He will have competent assistance in the handling of the routine matters of his department, as it is desired that he shall have ample time for constructive work in planning and selling the company's advertising and sales policies both at home and throughout the United States.

Supply full information regarding qualifications, including age, experience, present earnings and salary expected. Replies will be held in confidence.

ADDRESS BOX 407

CARE ADVERTISING AND SELLING

9 EAST 38TH STREET

New York City

# Direct to Demand Avenue WAY PAVED-NO DETOURS

TELL it to the spenders who complete all sales—tell it in their homes where their spending is planned—tell it up and down the Avenues of Demand—and, if your telling sells, Demand will move that merchandise off the shelves. A message in Modes & Manners Magazines makes no detours. It gets lost in no blind alleys. It does not steal in on readers who are reading with other than buying-purposes in mind. For the whole reason of being of Modes & Manners Magazines is "to provide a buying guide by which the family may have at all times authentic 'short distance' advice on what to buy for every shelf, drawer, room, or wardrobe around the house."

# Modes & Manners Magazines

will influence the spending of Three Hundred Million Dollars this fall in the following areas:

CALIFORNIA

NEW ENGLAND STATES
ST. LOUIS DISTRICT
SOUTHERN TEXAS

PITTSBURGH DISTRICT

OMAHA DISTRICT
CENTRAL HLLINOIS

RICHMOND

WEST VIRGINIA BROOKLYN

SOUTHERN ANDIANA

Advertisers are privileged to "choose any or all" of these trading centers. Details on request.

### 280,000

On October 1st 280,000 copies of Modes & Manners Magazines will be mailed into 280,000 homes, all located on the Avenues of Demand in pivotal market centers. And the credit rating of these homes has been passed upon by those who know the spending ability and habits of every home in the area covered.

### 100° Circulation Going Into 100 Homes

And those 280,000 homes will read about the Paris Openings, the new mode for America, the last word in accessories, and the ultimate in care of the complexion.

They will study the "Principles of Texture" as applied to interior decoration, by Marian Gheen; and clip out the new salad recipes of Susan Grant Smith.

### Concentrated in Important Buying Areas

And such matters as hand-made gifts for Christmas, books of the hour, fashions for men, pictures, and lamps are scheduled to round out family interest.

Everything written with a view to selling. Everything read with a view to buying. Forms close next

Rates for October Number remain at the low rate based on 200,000 circulation

### Modes & Manners

PUBLISHED BY STANDARD PUBLISHING CO 222 East Superior Street Chicago

New York Chicago-Paris

JOHN R. REHLIN Advertising Manager JOSEPH C. QUIRK Fastern Advertising Manager

# RECENTLY PUBLISHED

By McGraw-Hill Company, Inc., New York. "Theory and Practice of Advertising," by S. Roland Hall. This is a well arranged and thoughtful textbook for the student of advertising, which covers fully the problems that beset the novice. There are two sections of "case material" carefully describing and analyzing actual advertising campaigns and three sections devoted to copy writing. With admirable clarity the author illustrates the general by reference to the particular. Illustrated. Price \$5.

BY THE PUBLIC UTILITIES ADVERTISING ASSOCIATION, Chicago. "Representative Public Utility Advertisements—1926 Edition." This portfolio—the second to be issued by the Better Copy Committee of the Public Utilities Advertising Association—is a compilation of the 500 selections made from 2000 qualifying advertisements. Being a collection of the year's finest utility copy,



To Be Ready to Serve You

Your Gas and Electric Company Must Keep Ahead of Baltimore's Growth

Endos for a spring or a resignation of the term of the spring of the spr

group of the supple has subsidied in Custom — a prospect of the granular content. The state of the supplement of 12, 400 for the supplement of content, the appropriate of 12, 400 for the supplement of curries, 400 felf has been in survivation content on a content of the supplement of the supplement of a content of the supplement of the supplement of the supplement of content of the supplement of the sup

Good Public Service

### THE GAS & ELECTRIC CO.

B Not Please Let Ut Kno

General become Department

it serves as a valuable reference book for all who are concerned with the promotional side of business. In addition to its obvious use as a manual for advertising agencies and departments, it should prove to be of great advantage to executives desiring to select from examples already extant ideas and suggestions for their own campaigns. There are eight sections: I. Central Station Institutional; II. Central Station Merchandising; 111. Customer Ownership and Financial; IV. Gas Institutional and Merchandising; V. Street Railways and Interurban; VI. Telephone; VII. Advertisements for the Benefit of the Industries; VIII. Water. The volume may be obtained from the Secretary of the Public Utilities Advertising Association, 72 West Adams Street, Chicago, Ill. Price \$5,25.

AMOS H WEIGEL.
Business Manager

### A·B·C·Week Chicago Oct.18 to 23

The 13th Convention of the

(AUDIT BUREAU OF CIRCULATIONS)

will be held at the

# Hotel LaSalle

October 21st & 22nd
NINETEEN TWENTY SIX

Divisional Meetings - Oct. 21st Annual Meeting-Oct. 22nd



will be held on the night of October 22nd
at the

Hotel La Salle

Make Reservations Early



### Your Salesmen

should have as good tools as these—



GEM BINDERS are built right to hold Testimonial Letters. Sales Bulletins, Photographs, Price Sheets and similar material. GEM BINDERS aid the Salesman in conveying that Good First Impression.

GEM BINDERS are not just covers, they are expanding loose leaf binders fitted with either our patented flexible staples, binding screw posts or paper fasteners.

They are easily operated, hold their contents neatly and compactly, fit nicely into a traveling man's brief case.

GEM BINDERS in Style "GB" are covered with heavy quality Art Fabrikoid; they can be washed, if necessary, for the removal of hand stains, without affecting the surface color or finish of the material.

May We Submit Specimens for Inspection Purposes\*

### THE H. R. HUNTTING CO.

Worthington Street SPRINGFIELD, MASS.

# In Sharper Focus

### Roy Eastman

OST advertising men--and some others—are familiar with the initials R. O. E. To a slightly smaller number the name Eastman connotes Cleveland as well as Rochester; fewer still know that the name Roy is an abbreviation, but the number who know the whole truth is decidedly small; and so it is with a certain amount of trembling and no small amount of private glee that we here state for the benefit of whosoever may chance to read this page that the gentleman smiling from the snapshot below bears the rhythmic



name of Royal Oliver Eastman. Call it a handicap or an asset as you will; depending on whether you are blessed or cursed with an unusual arrangement of the alphabet in your signature.

Born in the Wolverine State, Mr. Eastman's investigative trend manifested itself at an early age. He was raised chiefly in small towns and lumber camps of Wisconsin; a fact that may account for his faculty of hewing to the line—with a fine disregard for the sawdust or the chips.

We jump over a decade, during which he graduated from high school in Fond du Lac, Wisconsin, and started to make every waking minute count by working at everything he could find to do, including the job of reporting for the Fond du Lac paper.

Then we find him in Milwaukee, taking all the degrees of newspaper work at quite an early age. Several years more and he is in Battle Creek with Kellogg's.

He spent several years with Kellogg's, handling advertising and various and sundry other jobs with or

without titles, including a short period of editing the *Good Health Magazine*. On the side he broke into print at the most unexpected times and places; a habit which has stuck.

During this period at Battle Creek the investigative virus "took" and the first crude analysis of magazine circulation was organized cooperatively by a group of advertisers.

Then a short period passed as an account executive with Fuller & Smith, at Cleveland. This brings us up to 1916 and the organization of the National Advertisers Research, which soon assumed such proportions and importance as to demand his entire time. However, the war eame, with its attendant searcity of man-power for peace-time jobs, and with reluctance and suspicion on the part of the public of all who sought to question them about their opinions. So he went back to Fuller & Smith as Director of Research for two years.

Then, in January of 1920, the present organization of R. O. Eastman, Incorporated, was started. Started on a rather limp and short shoestring, though the tip was excellent, but started nevertheless. It has been going ever sinee. Almost immediately the "Incorporated" began to stand for something in the way of organization until now, after five years, there are several employees for every letter in the word.

He can be met almost any time, somewhere from the Pacific Coast to Boston, if you can travel fast enough to keep up with him. He keeps a dictaphone at home, as well as at the office, and never travels without a portable typewriter, even for a day. He can—and has—persuaded more Pullman conductors into letting him use the portable on trains than any one we ever heard about. By December his record of actual nights on Pullmans is always well up into three figures, and his list of cities reads like Rand-McNally.

In short, he is the "workingest" man alive. His vocation, work and study is the genus "man." His avocation is more work; plus occasional time out to tinker with a beloved old Haynes. so that he ean always be sure of passing the other fellow on the road-when he has time to drive. He promises occasionally to find time, maybe, to investigate golf and determine why it seems so interesting. And sometime another fishing trip. The latter seems more likely to be realized as it will probably afford an opportunity to sit for a while and meditate on how to erowd three men's work into a day where only two were done before.

How long can he keep up the pace? He will quite likely reply that he is "good for another forty years."

# 690 National Advertisers did the job in St. Louis and The 49th State -using The Globe-Democrat *Exclusively*

The Roster of our Exclusive Set for 1925 reads almost like that of the United States Chamber of Commerce. Here are a few of the 690 newspapers who used The Globe-Democrat alone among St. Louis newspapers in 1925.

Of Course!

Here's the newspaper-the only one-which covers both St. Louis and The 49th State, its great tributary market (radius 150 miles).

What wonder that our Exclusive Set is growing. The 1925 roster showed an increase over 1924, and with 1926 business showing big progress in this market, St. Louis' Largest Daily offers more than ever before to advertisers.

If you want efficiency in advertising and sales, and if you want economy-here's a famous newspaper at your service. With a Research Division and a Service and Promotion Department to help you do the job in St. Louis and The 49th State.



R. J. Brown Petroleum Co.
(Brown's-Dyl)
Michelin Tire Co.
Pierce Arrow Motor Car Co.
Procter & Gamble (Ivo Radiator
Glycerine)
Vacuum Dii Co.
Yellow Cab Mfg. Sales Corp.
(Yellow Cab Trucks)



### **Business Service**

merican Appraisal Co.
American Credit Indemnity Co.
American Mutual Liability Insur-ance Co.
Babson's Statistical Organization Ernst & Ernst
Rice Leaders of the World Assn.



### Clothing

Associated Knit Underwear Mfrs. F. Berg & Co. (Sta-Shape Hats) Berkley Knitting Co.
J. W. Carter Shoe Co.
Cooper Underwear Corp.
Duofold Health Underwear Co.
Gibbs Underwear Co.
Gibbs Underwear Co.
H. W. Gossard Co.
Heidelberg-Wolff & Co.
Heidelberg-Wolff & Co.
Hewes & Potter (Spur Ties)
Interwoven Stocking Co.
B. Priestly & Co.
Seajpax Company
Stacy-Adams Company
Warner Brothers Co., Inc.
(Redfern Corsels)



Ferd T. Hopkins Co. (Mothersill Remedy) Juniper Tar Radway & Company (Radway's)



A. C. Allyn & Co.
Ames, Emerich & Co.
Associated Gas & Electric Co.
A. G. Bocker & Co.
Bonbright & Co.
Bonbright & Co.
George H. Burr & Co.
H. M. Byllesby & Co.
Camp, Thorne & Co.
Chandler & Company
Commonwealth Bond Corp.
Equitable Trust Co. of New York
Federal Securities
George M. Forman Co.
Frazler & Co.
Hambleton & Company
W. A. Harriman & Co., Inc.
Harris Trust & Savings Bank
Hayden. Stone & Company Harris Trust & Savings Da Hayden, Stone & Company Hill, Joiner & Company Hoagland, Allum Company Kennedy & Company Lage & Company Mfg. Trust Company Mitchell, Hutchins Company National Bank of Commerce of New York

New York
National Surety Company
John Nickerson & Company
Otis & Company
Pearsons-Taft Company
Wm. L. Ross & Company
Edw. B. Smith & Cempany
Spencer, Trask & Company
State Street Trust Company
Straus Brothers
Watson & White Company
White Weld & Company
White Weld & Company Watson & White Compa White, Weld & Company



Bayle Products Co. (Bayle Mustard) Burger Brothers Co. (Buckeye Mait) Cap Sheaf Bread Company Heil Packing Company Maull Brothers (Faust Spaghetti) National Food Show Rumford Baking Powder Co.



Alebastine Company Atlas Portland Cement Co. Barrett Company Barrett Company
E. L. Bruce Company
Condie-Bray Glass & Paint Co.
Davenport Locomotive Works
Durlacque Manufacturing Co.
General Asphalt Co. (Amiesite)
Interstate Steel
Johns-Manville, Inc.
Marquette Cement Mfg. Company
Nicholson File Company
Rockwood Corp. of St. Louis
Southern Cypress Mfg. Assn.
U. S. Gysum Company U. S. Gypsum Company Winslow Boiler & Eng. Co. (Kleen-Heet)



George W. Blabon Company Charter Oak Stove & Range Co. Cleveland Metal Products Co. Gorham Company Majestic Electric Appliance Co. Richardson & Boynton Co. Wm. A. Rogers, Ltd. St. Louis Tent & Awning Co. Squeez Ezy Mop Company Walker Oil Burner Corporation M. J. Whittall Associates



American Lead Pencil Company Autosoint Company Conklin Pen Mfg. Company Dictaphone Sales Corp. (Dicta-phone) Hampshire Paper Company Mack-Elliott Paper Company H. G. McFaddin & Company (Emeralite) Richardson, Leaver Fixture Co. Royal Typewriter Company Wahl Pen Company



Boston Globe Boston Herald-Traveler Chicago Tribune Conde-Nast Publications, Inc.

Conde-Nast Publications, In (Vogue)
Crowell Publishing Company (American Magazine)
Crowell Publishing Company (Collier's)

(Collier's)
Curtis Publishing Company
(Country Gentleman)
Curtis Publishing Company
(Saturday Evening Post)
Household Magazine Company
Iowa Daily Press Association
Liberty Magazine
Macmillan Company
New York Herald-Tribuno
New York Sun
Philadelphia Enquirer
Philadelphia Public Ledger



Equitable Radio Corporation Federal Radio Corporation Priess Radio Corporation



American Tobacco Company
(Herbert Tareyton)
American Tobacco Company
(Roi Tan Cigar)
Consolidated Cigar Corporation
(Dutch Masters Cigar)
Consolidated Cigar Corporation
(Harvester Cigar)
Continental Tobacco Company
(Dunhill Cigarettes)
Deisel-Wemmer Company
(El Verso Cigar)
H. Fendrich. Inc. (Charles
Denby Cigar)
General Ciger Co. (Robert Burns)
Gradiaz, Annis & Co. (Don
Julian)
Liggett & Myers Tobacco Co. Liggett & Myers Tobacco Co.
(Piedment Claarettes)



American Safety Razor Company (Gem Safety Razor) Caron Corp. (Parfums Caron) Herpicide Co. (Newbro's Herpicide Co. (Newbro's Herpicide) Houbigant. Inc. Geo. W. Luft I. W. Lyon & Sons, Inc. (Dr. Lyon's Tooth Powder & Cream)



Boulder Chamber of Commerce Bowman Biltmore Hotel Canada S. S. Lines (Australia) Cecil Hotel Cleveland & Buffalo Transit Co. Corpus Christi Chamber of Corpus Christi Chamber of Commerce Dennis Hotel Foster & Reynolds Co. Frank Tourist Company Great Lakes Tours Italia American Shipping Co Lamport & Holt Line LaSaile Hotel Lelpzig Sample Fair Longview Company Miami Biltmore Hotel Portland Chamber of Commerce San Antonio Chamber of Commerce Wisconsin Land o' Lakes, Inc.



### MISCELLANEDUS

MISCELLANEOUS

American Art Gallerles
Frown, Boveri & Co., Ltd.
Central Engraving Company
Childs Restaurant
Samuel T. Freeman
Goodyear Tire & Rubber Co.
(Golf Balls)
Ingersoll Watch Company
Lumaghi Coal Company (Cantine)
Monticello Seminary
Pathe Exchange, Inc.
Reliance Engraving Company
Shinola Company
J. R. Thompson Restaurant
John Wanamaker (Flash Golf
Ball)

# St Louis Globe-Democrat

The Biggest Single Sales Influence in The 49th State

### Advertising Representatives CHICAGO

360 N. Michigan Blyd.: Phone: State 7847; Guy S. Osborn, Inc. 332 So. La Salle St.; Phone: Wabash 2770; Charles H. Ravell, Financial Advertising

NEW YORK
Room 1200, 41 Park Row
Phone: Cortland 0504-5; F. St. J. Richards
DETROIT 3-241 General Motors Bldg. Phone; Empire 7810; Jos. R. Scolaro

SAN FRANCISCO
First National Bank Building
C. George Krogness
LONDON Dorland Agency, Ltd. 16 Regent Street, S. W. I

### Absorbable

■ F the various industrial papers were more thoroughly under-L stood by all space buyers what a shifting of appropriations there would

A lot of pompous publications would droop; some would go out of business; others would largely and rightfully gain and a general magazine or two would be bereft of some highly technical accounts.

When the smoke of the small revolution had lifted manufacturers would find themselves in a cleaner atmosphere and a sounder advertising position.

But, sit tight! It will be years before this revolution materializes. Progress is in that direction but it moves slowly.

The fact is -- and it's natural enough -the average advertising man cannot read industrial papers with any great interest nor with any such degree of intelligence as that manifested by the men for whom they are edited.

An article on how to provide for one per cent of greater economy in the generation of power may be Greek, Latin and boredom to the space buyer; but, to the plant executive! Well, it's dollars and sense and ripe romance to him

So, much space is bought on circulation statements, reputation, bulk. bunk and what the competitor does.

None of those things indicates the actual advertising value of the paper. The one which is advertisingly golden is that which publishes articles which are both helpful and easily ABSORB-

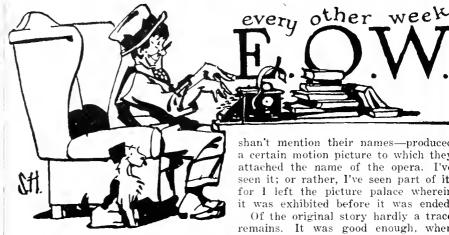
That last word is probably unknown to the dictionaries, just as it seems to be unknown to many industrial editors who love their heavy meals.

But, when you make your paper valuable and digestible, you make READERS instead of dyspeptics.

To recognize that element is the hall mark of a true space buyer.

A. R. Maujev. INDUSTRIAL POWER 608 So. Dearborn Street Chicago, Ill.

Unchoiced by 15ms and elogics, Industrial Power breathes the spirit of practical service which is the essence of helpfulness. 42,000 industrial plants the country of e welcome st.



### As a Man Thinks

A man whom I have known almost all my life spent an evening with me. recently.

His career, until a few years ago, was one of almost uninterrupted success. Then he "stubbed his toe"; and in the course of a couple of months, saw his \$20,000 a year salary and substantial stock interest in the company with which he was connected, vanish. To say he was stunned is to understate the case. Yet never did he admit that he was beaten. Somehow or other, he has managed to keep his head above water. Somehow or other, he has kept alive his faith in himself.

It looks now as though his courage would be rewarded. When I talked with him last, he was as gay as a boy. His old-time confidence in himself had not abated. It is contagious. I, who, six months ago, was inclined to regard him as a failure, now think of him as a man whose best years are still to come.

### High Sounding Names

If you feel that you "just must" write a novel and are worried about the names which your principal characters should bear, visit Macy's and make half a dozen trips in the elevators in the rear of the store. You will find in them as fine an assortment of highsounding names as you can imaginethose of the elevator operators who "have pledged themselves to courtesy and service." Colored men though they are, they have names which read as though they had been taken from "Burke's Peerage" or the last issue of the Social Register - Douglas this. Llewellyn that and Ivan something

### What the Public Wants

Sixty or seventy years ago, a gifted Frenchman wrote a book in which he told the pathetic story of four dwellers in the land of Bohemia. I've read the book. I hope to read it again.

In more recent years, an Italian used this story as the basis for an opera. I've heard it a dozen times. I hope to hear it a dozen times more.

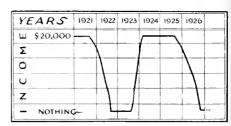
Still more recently, certain men-1

shan't mention their names-produced a certain motion picture to which they attached the name of the opera. I've seen it; or rather, I've seen part of it, for I left the picture palace wherein it was exhibited before it was ended.

Of the original story hardly a trace remains. It was good enough, when written, to earn fame for its author. Forty years later, it was good enough to appeal to one of the great masters of melody as the sort of thing 'round which to weave a musical setting of unusual beauty. But all this meant nothing-less than nothing-to the master-minds of Hollywood. They know what the public wants. As for the man who wrote the story-what you kicking about? He's dead, ain't he?

### Why Hasn't He Got It?

Among my acquaintances is a man whose earning-power, if it were charted, would look like this:



For two or three years in succession his income is in the neighborhood of \$20,000 a year. Then something happens and his income gets 'round about zero. In his good years he lives like a prince. In his lean years-

At luncheon, a day or two ago, this man said to me, "If I had two thousand dollars, I'd-"

Why hasn't he got it? Though he was not continuously employed, he earned during 1924 and 1925 about \$30,000. Apparently very little of it "stuck."

### Waster pieces

Let me again compliment Thos. Cook & Son on the way they utilize the radio. Their travelogues, broadcast through WJZ, every Tuesday at 10 p. m., are masterpieces. I am no radio enthusiast, but I make a point of listening in when Cook & Son are on the air; and so, I am sure, do thousands of others.

The musical background, the voice of Cook's representative, the things he tells-if all radio advertising were like this, it would be good, indeed.

JAMOC.



Outdoor Advertising

Mong the varied accounts whose Outdoor Advertising is placed by their advertising agencies through the National Outdoor Advertising Bureau, are those of 174 manufacturers of food products.

These are among the experienced and successful advertisers who have proved to their own satisfaction the advantage of having their Outdoor Advertising placed by the agency which, as their advertising counselor, handles their eampaigns in their entirety. Any advertising agency which is a member of the National Outdoor Advertising Bureau ean give you complete information and efficient service in Outdoor Advertising.

### Slumping—UP!

July was the biggest July—and August was the biggest Augustin Oral Hygiene's sixteen years' history.

Reason: results

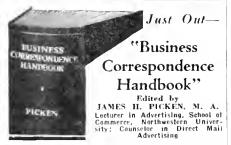
### ORAL HYGIENE

Every dentist every month 1116 Wolfendale Street, N. S. PITTSBURGH, PA.

CHICAGO: W. B. Conant, Peoples Gas Bldg., Harrison 8448

NEW YORK: Stuart M. Stanley, 53 Park Place Barclay 8547

ST. LOUIS: A. D. McKinney, Syndicate Trust Bldg., Olive 43 SAN FRANCISCO: Roger A. Johnstone, 155 Montgomery St., Kearny 8086



RIGHT out of the experiences of successful firms mailing literally millions of letters annually, the author shows—with numerous examples of actual letters arranged by type of business; with specimen paragraphs, with many charts and tables—just how to make your own business correspondence pay larger dividends. Standard types of letters that pay best —actual working methods of America's MASTER letter writers—and definite formulas for writing letters—are set out in detail.

### A Real Desk Partner

This unique correspondence handbook will pay profits in daily use—it is a real desk partner. 250 letters, charts, and tables, 836 pages. Mail the hands conpon below today—now!

### ---- EXAMINE FREE -----

A. W. SHAW COMPANY Cass, Huron and Frie Streets, Chicago

Cass, Huron and Eric Streets, Unicago
Pleace end by on approval, your new 8.6 page
hook, Business Correspondence Hamiltook eillied
by James H. Ploken, flexible hinding, gold stamped
Within five days after its receipt, PII send you \$7.50
plus few cents for mailing charge, or return the
V-8 826

.471,4112	 (Flease	print	plainty:	

STREET & NO .... (Please print plainly)

FIRM (Canada and Foreign, \$8.25, cash with order.)

### Small Town Is Spreading Out

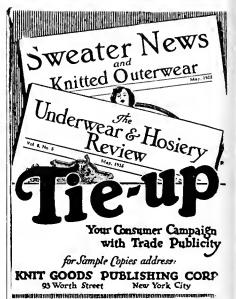
[CONTINUED FROM PAGE 21]

"I have told our board of directors," relates this officer, "that our city, as well as hundreds more, has been caught napping. On every highway entering the city we have sign-boards that announce 'Welcome to Bigville' and every exit invites them to 'Come Again.' It's wasted courtesy on our part, for the people just drive through town. Our Welcome' and 'Thank You! Come Again' was a bit of originality a few years back, but I've told our directors that the little gasoline pump along the road has put Bigville off the map. The most welcome sign to a motorist is the 'Comfort Station,' and if our merchants don't look sharp, those wayside places will be selling shoes and clothing along with groceries and hardware and drugs. Our word of welcome is a hollow thing, a joke, and all because Bigville has made no provision to supply the one biggest want of the motoring public. There's no use in false modesty. The department store recognized a need and used it to draw patronage; and now comes the roadside merchant with the same psychology. He's pocketing the trade of the out-of-town customers that all our retailers want. It's trade that comes but once. Unless we sell them their wants as they drive through town they're gone forever. And, another very important thing, it's cashover-the-counter trade."

OTORING, whether for an afternoon's ride or a week's outing, takes the people outdoors. Humorists and the comic sheets have repeatedly portrayed the perplexities of the family in trying to find, as they drive along at thirty-five miles, a spot suitable for their picnic lunch. This problem is, however, fast being solved by wayside merchants who are bordering main highways with invitations of 'Free picnic tables," "Enjoy your lunch under our maple trees" or "Shade trees, good water and tables one-half mile ahead."

The highway commissions, too, have used their funds to the same end. New York, as one example, but as only one, has dotted its thoroughfares and the back-country roads ith open fire places of stone and cement, each equipped with permanent supports for kettle and skillet. To add to the inviting nature of these spots, a pile of fresh wood stands close to the fire place, and, not too far away to escape the passer-by's eye, may be glimpsed a faucet with running water, an incinerator for refuse, and, screened by the bushes, further accommodations for comfort. Rare indeed is a grouping of these facilities near which some enterprising citizen has failed to open up a filling station with side-line supplies of food, beverages and motoring necessities.

A tremendous contrast such a place makes to the "Welcome" of the ordi-





Be sure to send both your old and your new address one week before date of issue with which the change is to take effect.

Folded Edge Duckine and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Displays

THE JOHN IGELSTROEM COMPANY Massillon, Ohio Good Saleamen Wanted

### Jewish Daily Forward, New York

Jewish Daily Forward is the world's largest Jewish daily. A.B.C. circulation equal to combined total circulation of all Jewish newspepers published. A leader in every Jewish community throughout tha United States. A Home paper of distinction. A result producer of undisputed merit. Carries the largest volume of local and national advertising. Renders effective merchandising service. Rates on request.





A.B.P. and A.B.C. Published Twice-a-month

Bakers' Helper has been of practical service to bakery owners for nearly 40 years. Over 75% of its renders renew their subscriptions by mail.

New York Office 431 S. DEABBORN 17 E. 42nd St. CHICAGO, ILL. DEARBORN ST.,

### WESTVACO EGGSHELL



# The Mill Price List Distributors of WESTVACO MILL BRAND PAPERS

The Chatfield & Woods Company 20 W. Glenn Street, Atlanta, Ga.

The Arnold-Roberts Company Augusta, Me.

Bradley-Reese Company 308 W. Pratt Street, Baltimore, Md.

Graham Paper Company 1726 Avenue B, Birmingham, Ala.

The Arnold-Roberts Company 180 Congress Street, Boston, Mass.

The Union Paper & Twine Company Larkin Terminal Building, Buffalo, N. Y.

Bradner Smith & Company 333 S. Desplaines Street, Chicago, Ill.

West Virginia Pulp & Paper Company 732 Sherman Street, Chicago, Ill.

The Chatfield & Woods Company 3rd, Plum & Pearl Streets, Cincinnati, O.

The Union Paper & Twine Company 116-128 St. Clair Avenue, N. W. Cleveland, O.

Graham Paper Company 1001-1007 Broom Street, Dallas, Texas

Carpenter Paper Company of Iowa 106-112 Seventh Street Viaduct, Des Moines, Ia.

The Union Paper & Twine Company 551 E. Fort Street, Detroit, Mich.

Graham Paper Company 201 Anthony Street, El Paso, Texas

Graham Paper Company 1002-1008 Washington Avenue, Houston, Texas

Graham Paper Company 332-336 W. 6th Street, Traffic Way, Kansas City, Mo.

West Virginia Pulp & Paper Co. 122 East 7th Street, Los Angeles, Cal.

# Mill Price List

Velvo-Enamel

Marquette Enamel Sterling Enamel Westmont Enamel Westvaco Folding Enamel Pinnacle Extra Strong Embossing Enamel Westvaco Ideal Litho. Westvaco Satin White Translucent WestvacoCoated PostCard ClearSpringSuper Clear Spring English Finish ClearSpring Text Westvaco Super Westvaco ILF. WestvacoEggshell MinercoBond
Origa Writing
WestvacoMimeograph
WestvacoIndexBristol WestvacoPost Card



Manufactured by

WEST VIRGINIA PULP & PAPER COMPANY

The E. A. Bouer Company 175-185 Hanover Street, Milwankee, Wis.

Graham Paper Company 607 Washington Avenue, South, Minneapolis, Minn.

Graham Paper Company
222 Second Avenue, North
Nashville, Tenn.

The Arnold-Roberts Company 511 Chapel Street, New Haven, Conn.

Graham Paper Company S. Peters, Gravier & Fulton Streets, New Orleans, La.

Beekman Paper and Card Company, Inc. 137-141 Varick Street New York, N. Y.

West Virginia Pulp & Paper Company 200 Fifth Avenue, New York, N. Y.

Carpenter Paper Company 9th & Harney Streets, Omaha, Neb.

Lindsay Bros., Inc. 419 S. Front Street, Philadelphia, Pa.

> The Chatfield & Woods Company 2nd & Liberty Avenues, Pittsburgh, Pa.

The Arnold-Roberts Company 86 Weylosset Street, *Providence*, R. I.

Richmond Paper Company, Inc.

201 Governor Street, Richmond, Va.

The Union Paper & Twine Company 25 Spencer Street, Rochester, N. Y.

Graham Paper Company 1014 Spruce Street, St. Louis, Mo.

Graham Paper Company
16 East 4th Street, St. Paul, Minn.

West Virginia Pulp & Paper Company 503 Market Street, San Francisco, Cal.

R. P. Andrews Paper Company 704 1st Street, S. E., Washington, D. C.

> R. P. Andrews Paper Company York, Pa.

nary city or town. It is impossible not to set down the comments of a wealthy man from Little Rock who motored to the Yale Commencement with four in

"After the first day or so," is the experience of this gentleman in his own words, "we never stopped in a town except at night for lodging. It was a revelation to me to see how impossible every town makes it for the tourist to spend a cent. That sounds pretty raw, but it's the truth.

"Drive into any town. The downtown streets are parked full. If you see a place to get in, when you slow down you confront a fire plug. If it's not that, it's a no-parking sign; if it's not that, it'll be one telling you the space is reserved for taxis or buses only. By the time we'd driven around a block or two in the hope of parking the car, we'd just give it up and drive on to the next place. We didn't want to leave the car, with our stuff inside, on some back street in the trucking district; and we didn't want to walk six or eight blocks to a restaurant or hotel.

"Then, in desperation, we stopped at an attractive lunch place in the country. We had soup, sandwiches, baked bananas and as good coffee as anyone wants. The place was clean; we had a chance to wash our hands; and the bill was \$1.40 for the four of us. The whole thing took less than forty minutes, while if we had stopped in a town it would have taken that long to park the car and inquire for a fit place to

"That settled me. I quit studying the Blue Book to see where we should eat. When the family began to yell, I could always find a good-looking place in a few miles. For the rest of our trip to New Haven and back, we never ate a lunch in a town. I bought mighty little gas or oil in the towns, and the odds and ends the family bought from those places was astonishing-not tom-fool things but just little things they would be wanting from day to day.

"For me, the experience was a revelation. It has changed motoring for me. I can laugh at the towns and their obsolete, illuminated sign-boards of 'Welcome,' for they don't mean a thing to me. All I want of the towns on my route is the green light on the traffic post."

EVEN large cities suffer. As an interesting illustration, Cleveland may be cited. That city was the original "Sane Fourth" community, and for nearly twenty years the sale of fireworks and firecrackers has been rigidly prevented, with the result that use of them has been effectually controlled. All this movement, however, has been largely nullified by the roadside sale of the forbidden merchandise. In 1925 there sprang up numberless amateur merchants, along roads outside the city limits, who handled the contraband goods for ten days before July the Fourth.

In the present year the practice has, been unbelievably expanded. Small!

### Coverage in Buffalo That is Definite and Absolute

In a single effort The Buffalo Courier-Express gives you a coverage in Buffalo and adjacent territory that is definite and absolute. The necessity of using two newspapers to reach the same people is now a thing of the past.

This consolidated newspaper stands alone in the morning field—a powerful paper giving you maximum impression at a minimum cost. There is no guess-work about it.

Also there is a metropolitan Sunday news; paper, The Buffalo Sunday Courier-Express. which will carry your message to the largest audience reached by any paper in New York State outside of New York City.



Lorenzen & Thompson, Incorporated Publishers' Direct Representatives

Chicago

New York

San Francisco

Seattle

### TESTIMONIALS

Speaking of testimonials, here's one we appreciate: "I don't see how you do it. Our photostats are back almost before we realize the letters have been turned over to you. Real service."

Let us prove that for you. You want photostats when you want 'em. We get them to you.

Commerce Photo-Print Corporation ou Maiden Lane New York Cit.

At the conclusion of

each volume an index will be published and mailed to you.



NewYork's newest and most beautifully furnished hotel accomodating 1034 guests Broadway at 63 Street.

ROOM WITH PRIVATE TOILET

ROOM WITH PRIVATE BATH-



Rate for advertisements inserted in this department is 36 cents a line-Minimum charge \$1.80. Forms close Saturday noon before date of issue.

### Position Wanted

Here's some general manager's opportunity to get a key man of unusual experience. He claims ability to bridge the gap between dealer and consumer, the bug-a-bear of distribution. He has successfully filled the advertising chair of one of America's higgest institutions, and was made merchandising manager through this ability to get the goods off the shelves.

This knowledge was gained through actual contact with the dealer. In this work he became closely associated with the jobber's salesmen's problems. Made good friends with company's selling staff too.

And his success is built on such a simple idea. It's this—"Keep the dealer from switching YOUR sale."

He's 38, married, and American Born.

Address Box 409, Advertising and Selling, 9 East 38th Street, New York City Here's some general manager's opportunity to

Graduate Michigan University, School Business Administration, will sacrifice initial salary for a real opportunity to prove ability. Box No. 405, Advertising and Selling, 9 East 38th Street, New York City.

Single, 29-year old, high type, steady and reliable young man, now secretary and treasurer of young man, now secretary and treasurer of prominent realtor company in exclusive Phila.

prominent realtor company in exclusive Phila, submrb, desires change.

Eight years' advertising agency (account executive, copywriting, space buyer, charge of service and production, N. Y. Agency) and N. Y. Times newspaper experience.

Open for only a really worth-while interesting connection. Can meet people. Likes to travel. Write Box 400, Advertising and Selling, 9 E. 38th Street, New York City.

Responsible employers in California or Florida especially invited to respond.

DIRECT SELLING SPECIALIST. 15 years sales and advertising experience qualifies me to establish a paying sales-by-mail department, establish a paying sales-by-mail department, Now with prominent advertising agency. Box No. 396, Advertising and Selling, 9 East 38th St., New York City.

SALES AND ADVERTISING EXECUTIVE Able and experienced in applying principles and meeting problems in market analysis, promotion, advertising and sales production. Successful organizer and coach. Staples, specialties, service, agency or manufacturer. Box No. 398, Advertising and Selling, 9 East 38th St., New York City.

### Help Wanted

### PUBLICITY PRODUCTS

Advertising Specialty Salesman, character, ability, address; all advertising specialties; prolific field; liheral commission, fullest cooperation free lance and side line men. Litchfield Corp., 25 Dey St., and side line men. New York.

Daily and Sunday newspaper in Metropolitan City, overnight from New York, has excellent opportunity for live man in Advertising Department who can assist local retail merchants in merchandising problems, advertising copy and all forms of similar service. Salesmanship ability not entirely a requisite. This is not an advertising solicitor's position but a place for a man who can become valuable in the Advertising Department because of the service he can give to the retail merchant. Good salary for right man. An excellent opportunity for advancement. Write fully stating age and experience. All communications will be held strictly confidential. The John Budd Company, 9 East 37th Street, New York City. Daily and Sunday newspaper in Metropolitan City, overnight from New York, has excellent

Advertising Salesman; character, ability, address; advertising specialties; prolific field; liberal commission, fullest cooperation. Litchfield Corp., 25 Dey St., New York.

### Business Opportunities

Am organizing a sales agency for intensive Am organizing a sales agency for intensive coverage of the drug store trade in greater New York. Would like to hear from concerns having a meritorious product and interested to secure this additional sales outlet. Address Box No. 403, Advertising and Selling, 9 East 38th St., New York City.

CAPITAL REQUIRED trade monthly in fast growing field 60,000 to 100,000 advertising revenue first year. Principals are experienced in publishing. Will consider only offers from responsible publishing houses or persons. Box No. 402, Advertising and Selling, 9 East 38th St., New York City.

\$500,000 corporation is marketing house to house a much needed, thoroughly successful Kitchen accessory and needs local distributors—men of ability and experience, who can organize and supervise a field force. Very little capital required, with great opportunity to make big money. Sell yourself by letter. Dept. 3, Indianapolis Pump and Tube Company, Indianapolis, Indiana.

### Multigraphing

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC. 120 W. 42nd St., New York City. Telephone Wis. 5483

stores in outlying communities have taken to fireworks, but their volume is small compared with what has been sold through roadside outlets. Tents been set up, rude counters have been creeted alongside the filling stations, fruit stands have been converted into fireworks stands, individuals have even used front porches for the forbidden merchandise. The volume has been so great as to change Cleveland on the national holiday from a place of quiet sanity to just such a noisy city as others are.

It has not been possible, from interviews with explosive makers, to supplement direct observation, but appearances suggest that the whole fireworks industry has taken advantage of roadside selling. Up and down the entire country, in 1926, Fourth-of-July explosives have been merchandised through roadside selling as they never were before. No article, except gasoline itself, has been (apparently) so generally marketed through this channel. It has not been possible to determine whether this development is one fostered by the manufacturers or whether, in each locality, it has been merely an adaptation of roadside marketing to a commodity that has always encountered sales obstacles, due to insurance regulations and municipal ordinances that apply to established retail stores.

Probably no question is more repeated by motorists than "How do all the thousands of filling stations make a living?" As one gives critical observation to their operation, the answer becomes clear. It might be phrased: "Not from gasoline at all, but from the other things they sell." So great, moreover, has been their side-line selling that the summer of 1926 is bringing to the highways an incredible number of lunching places and roadside "markets" without association with gasoline.

THE variety of roadside merchandise is unbelievable until the motorist THE variety of roadside merchandise examines in detail what is offered. Questioning will reveal the fact that tourists and truck drivers constitute but a part of the patronage, for, with surprising regularity, these roadside vendors will make some such statement as "the neighbors come here for their canned goods and butter" or "it's a mile to the store and the store closes at five o'clock and on Sundays, but we're open all the time."

Unless the reader has done motoring within a year, and unless he has observed rather closely, he may question the belief that roadside selling is a threat to the town retailer's security. To anyone who hesitates to believe that motoring is thus bringing upon us a eertain "passing of the town," it is suggested that he withhold judgment until he makes observation for himself. A revelation is in store for him, not the least element of which will be the thousands and thousands of individuals, with capital so limited as to be nearly non-existent, who are embarking on an independent business.

The opportunity for independence is

knows CANADA"

TORONTO

J. J. Gibbons Limited, Advertising Agents
MONTREAL

WINNIPEG

afforded on the open roads, where city rents are avoided and expensive buildings are not needed; where overhead is rendered negligible because the proprietor is also the owner; and where, if help be employed, a member of the family may suffice. The same independence of "my own business" has brought upon us a host of new "merchants" who are small today but who, with motoring millions to buy for cash, do indeed threaten a "passing of the towns" to a limited extent.

### The Maverick Science

By William Edwards Cameron

OFTEN we hear the advertising business defined as an intangible quantity lacking in stability. Many refer to it as being not an exact science. A little sober thought should persuade us that it has as much claim to exactitude as have numerous other sciences, for it represents obedience to the old maxim, "Live and Learn." It is based upon a rather sound knowledge of human impulses and action.

Compare it to the insurance business, which pivots on the mathematics of the actuary, whose statistics are based upon what the years have taught him. He is not guessing, he is concerned with the book of experience, and every policy written is the expression of faith in the law of the expectation of life. It is the same with the fire insurance policy. The law of averages prevails

And compare the advertising business to medicine, upon which man places almost unlimited reliance. How exact is it in diagnosis and treatment? Patients turn from one physician to another, trusting to the end that they will be cured. The medical practitioner bases his activities upon study and what the years have taught him through observation. When the relatives of the departed call the undertaker, the physician is not held blameworthy for what he knows not.

In law the winning of a case depends not upon a statute, civil or criminal, but upon its interpretation by a justice or a jury with findings prompted by evidence. Many a murderer has gone scot free because of a technicality which riddled the very intent of a statute framed for society's protection. There is no more certainty in action at law than there is in action in advertising.

Advertising is predicated upon law—the law of concentrated human action, sometimes called the buying impulse. It is actuarial in quality because, broadly speaking, it is concerned with the expectation of sales, which is quite as exact a quantity as the conclusions of the insurance actuary. Businesswise, it has to do with diagnosis and remedy. It involves as much of prescience as do any of the "exact" sciences.

The patient of the physician and the client of the lawyer accept the pro-





### Gives You This Service:

- 1. The Standard Advertising Register listing 7,500 national advertisers.
- 2. The Monthly Supplements which keep it up to date.
- 3. The Agency Lists. Names of 1500 advertising agencies, their personnel and accounts of 600 leading agencies.
- The Geographical Index. National advertisers arranged by cities and
- 5. Special Bulletins. Latest campaign news, etc.
- 6. Service Bureau. Other information by mail and telegraph.

Write or Phone

National Register Publishing Co., Inc. R. W. Ferrel, Mgr. 15 Moore St. New York City Tel. Bowling Green 7966

### No Useless **Details**

LL of Oil Trade is usable. A It knows the pulse of the industry and is constantly in touch with and concisely and accurately analyzes for its readers all of the new methods and practices, the fundamental and economic problems of the industry. This intelligent editing explains Oil Trade's wide distribution among the buying executives, also the reader interest which gives advertisers such good results.

Send for our booklet "More Business from the Oil Industry."

The Including Oil Trade Journal and Oil News

350 Madison Ave., New York Chicago Tulsa Los Angeles

Publishers of FUEL OIL

nouncements of both because they feel that they know little of either subject. They do not relish the medicine nor like the opinion of the attorney. They follow prescription and advice because tradition, and tradition only, has established confidence as a wholesome respect for a none too accurate knowledge.

Mental "static" precludes this confidence in advertising, though it is really as sound and as exact as any other human activities tinctured by speculation—as most of them are. Advertising is scientific business motion governed by what we have learned over the years. Those in the advertising business have devoted those years to learning its motivating lawsobviously more thoroughly than could those who have devoted their lives to mastery of their own business.

In the comparatively short time that it has existed, advertising has given a good account of itself-a better one than have some of the accepted exact sciences. That it is specifically intangible, seems to be a rather loose statement. Why should we continue to agree with it? As a matter of fact, there are those concerns who are spending large sums for representation in the publications and, though hypercritical of it, have never tried advertising. In innumerable cases of the kind, it is caprice which makes this science inexact-not the advertising

### "Going In" for Advertising

[CONTINUED FROM PAGE 25]

It is true that every year the universities turn out a plentiful crop of graduates in the learned professions; despite the fact that there aleady appear to be more than enough physicians and lawyers to go around. Many of the youngsters get to the top of crowded professions quite rapidly, while the old-timers continue merely to eke out a bare existence. Real ability can generally win almost anywhere if it gets an opportunity.

But there's the rub. Opportunities in the law and medicine present themselves more frequently than in the advertising business; or, rather, they may be more readily grasped. One celebrated case may seat an obscure lawyer in Congress, the Senate or the Two or three suc-Governor's chair. cessful operations may transform a country doctor into a famous specialist.

On the other hand, the most unique, original and forceful advertising plan with all the pulling power of a ten-ton truck may be refused consideration if the genius who has conceived it has to have it approved by some superior who lacks the courage or the judgment

to adopt it.

So it isn't by any means sheer ability alone that counts most in the advertising business; nor is it the oppor-

# NEW

New York Sunday News

### ROTOGRAVURE

Be

beginning October 10th, 1926

# SWEENEY has a new dress suit! (it's brown)



# TELL IT TO SWEENEY

# -in News Rotogravure



### Experienced editorship

The News was the first and is the most successful of all current pictorial tabloid newspapers.

### The world's finest pictures

From the crack staff of The News, and from the tourteen branch offices and infeen hundred resident correspondent cameramen of Pacific & Atlantic Photos, The News-Chicago Tribune international picture syndicate affording exclusive selection of the best news and feature pictures available.

### Exclusive features

To add new interest to an already unusually interesting and attractive metropolitan Sunday newspaper.

### Highest visibility

Rotogravure presentation on the thousand agate line tabloid page.

### Strongest reader interest

This new Rotogravure section will be the most attractive all-picture part of the tabloid size, pictorial Sunday News.

### Printed by Art Gravure

One of the largest independent producers of fine gravure printing in the United States. The Sunday News Rotogravure will be their largest run.

### Special stock

Standard forty-five pound rotogravure paper, the best rotogravure stock available.

### Late closing

Advertising deadline is only tifteen days before date of issue—third preceding Saturday.

### Lowest cost

Rotogravure advertising at the lowest milline rate in the country only one-third more than regular black and white Sunday News rates.

### **CIRCULATION**

in excess of 1,200,000

Approximately 75% city and suburbs

### LOWEST ROTO MILLINE

Rate in America

Per line, one time . . . . \$2.00 milline \$1.66 5,000 lines or 13 insertions 1.90 milline 1.58 10,000 lines or 26 insertions 1.80 milline 1.50 May 1921—187,367
May 1922—344,664
May 1923—573,521
May 1924—772,326
May 1925—1,111,847
May 1926—1,242,803

6 MC

FIRST published in May 1921, the Sunday News has had the most remarkable growth of any newspaper, daily or Sunday, in this country. Within five years, its circulation had become the largest in America! The And, note this—every advertiser in the Sunday News has always received a huge excess of circulation never charged for in the rate he enjoyed! The average annual increase has been about 200,000 copies throughout its five years of publication. Such growth gives value all out of proportion to card rates! Such growth is also an indication of the interest and attraction that this paper has to an ever growing public. To the advertiser concerned with getting value from his advertising in the face of voluminous competition, the Sunday News has been a welcome and profitable development To this already established and provedly profitable medium, add ROTOGRAVURE, the finest rotogravure available—and it is obvious that circulation will increase beyond past records, that advertising value will eclipse previous measures! ? ? This new section offers the surest, most certain, most economical and least wasteful means of advertising effectively to the New York public plus a good additional share of national circulation \* \* Keep this new medium well in mind in the consideration of all coming schedules!

### THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago 25 PARK PLACE, New York

tunity for the introduction of brilliant ideas. What really counts is the ability to "sell" ideas to the autocrats who direct the disbursement of the advertising funds.

Some years ago a gentleman presented a plan for an advertising campaign to a concern that was spending a great sum of money for copy of the usual garden-variety type. The plan proposed was original, daring and cleverly humorous; yet containing a sales appeal that could not be missed if the copy were read, and this was practically assured by its fundamen-tally original quality. The client looked over the plan, complimented the author, admitted the originality of the scheme and—turned it down. It was too radical a departure and the advertiser lacked the courage of a pioneer. Since then the idea embodied in that plan has been successfully employed by many advertisers, but the man who first thought of it is not writing copy now. He is occupying a chair in a large university, where he presides over the department of advertising and sales.

One cannot "go in for advertising" as one does for a swim. It isn't a "game" but a very serious business; requiring special fitness and certain natural qualifications in addition to the ability

to write good English.

### Agencies Vs. Direct Mail

[CONTINUED FROM PAGE 34]

deal of inefficiency and cock-sureness. It would appear that the bill of complaints which direct mail enters against agencies is psychologically one of the worst moves it could possibly make. It constitutes poor tactics and lamentable diplomacy in that it impairs the public conception of all advertising.

The Divine Creator of Advertising Agencies knows that I have no bigoted reverence for these institutions in what passes for my mind, nor do I think that they constitute all seven of the Seven Wonders. But the spectacle of direct mail, with all its imperfections on its head, so nonchalantly assaulting the record of these agencies is an infallible gorge-raiser with me.

The advertising agencies, I am sure, will not be disposed to toss nutturners into the anatomy of direct mail when it has demonstrated its full stature and outgrown its risky adolescence.

But direct mail has not been content to bide its time. It wants to elope with the beautiful bride of advertising while it's still under the age limit. Where does it get the license? In this behavior it has exhibited notably more lung power than brain power.

In its size-up of agency opposition I am afraid it has been the victim of pronounced paranoia. The sooner it recovers from this delusion, the better for all concerned—and incidentally the better for itself on the score of agency

cooperation.

# Are You Young-Minded?

### ADVERTISING & SELLING

the magazine of the new trend in advertising

Are you successful . . . and on the other side of forty? Do you know what the young chaps in your office are thinking? Do you know what they say after the conference?

Pretty young, some of it? Oh, frightfully! But worth listening to, at that. For these fellows of twenty, twenty-five, thirty are the coming men in the field, and nowadays they ripen younger every year. Think back, if you are not too old, to the way you and your pals talked when you were young.

### Advertising & Selling Has the Young Point of View

The young-minded men in the business write for us. Some of them may wear a neat gray vandyke, like Mr. Calkins, but their eyes are open on the world and their minds flexible and fresh. They don't dodge facts. They aren't afraid of sacred cows. They even enjoy a bit of a shindy on a moot point.

That's why young men in the business, talking among themselves, so often say, "Did you see so-and-so's article in Advertising & Selling?" and burn a lot of good tobacco in the ensuing discussion. . . . You need to know what they're talking about, even if you don't agree with it.

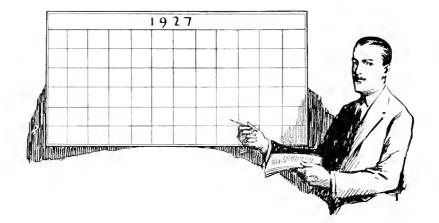
For every man over forty needs to guard against hardening of the arteries, mental and physical. And the moment a man says, "Oh, I know all about that!" when a new proposition is put up to him, that man is mentally dead.

### Take Inventory of Your Prejudices

Have you settled a bit into your job? Do you find yourself taking a regular point of view? Have you certain set slants on how to build a piece of copy or a campaign? Do you object violently to the new art? Have you the tempo of the younger generation? Are you sure you have?

Try a subscription to Advertising & Selling. If you don't agree with our articles, start a fight. We'll promise you a fair field, and an elegant run for your money. Sign, tear off and mail the coupon now.

ADVERTISING AND SELLING 9 East 38th Street, New York City	Canadian, \$3.50 Foreign, \$4.00
Enter my subscription for one year.	
☐ Check for \$3.00 is enclosed	☐ Send bill and I will remit promptly
Name	Position
Address	Company
	State



### Planning the Industrial Campaign

This is the open season for campaign planning.

Naturally, each product has its own set of conditions, but in the case of practically every article coming under the heading of "industrial products," the following basic questions must be considered:

The number of industries covered. It is now generally appreciated that there is a limit as to how thin a campaign can be spread out. It takes a certain amount of effort to make an impression on a prospective buyer. Anything less than that is waste.

The relative size of the industries. Other things equal, the bigger the industry, the bigger the market. (The textile industry ranks second.)

The number of manufacturing units. This has an obvious influence on sales and advertising effort. (The textile industry leads all others in the number of large units. 95% of the total production of the industry is confined to about 6,000 mills.)

**~**(⊙0.

The relative merits of publications serving the industries. Textile World and its allied publications, the Official American Textile Directory and the Consolidated Textile Catalog, are designed to give complete coverage of this entire industry. Three types of media published by the same firm, used in different ways and together forming a blanket coverage. Add to this our weekly sales service, Textile Advance News, which gives your sales force its day-today leads, and you are all set for the most intensive development of America's second industrial market.

It is more completely explained in "How to Sell to Textile Mills." which is yours for the asking.

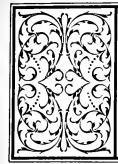
## Textile World

334 Fourth Ave., New York



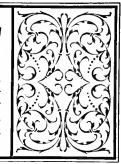


Member Associated Business Papers, Inc.



# The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference & The Editor will be glad to receive items of news for inclusion in this department & Address Advertising and Selling, Number Nine East Thirty-eighth Street, New York City



### CHANGES IN PERSONNEL

Name	Former Company and Position	Now Associated With	Position
Harry S. Schott	National Carbon Co., Inc., Ass't Gen Sales Mgr.	Same Company	.Gen. Sales Mgr.
Morris Einson	.Einson-Freeman Co., Inc., New York Vice-Pres.	Same Company	.Pres.
Francis D. Gonda	Einson-Freeman Co., Inc., New York Soles Staff	Same Company	.Vice-Pres.
Raymond A. Lipscomb Hubert D. Levenson.	o.Frank Kiernan & Co., New York I. Miller & Sons, Long Island City, New York, Adv. Mgr.	Hazard Adv. Corp., New York Cramer Tobias Co., New York	.Acc't Executive .Sales Mgr.
Frank Ostertag	Gustav Gruendler Mfg. Co., St. Louis Ohio Mgr.	Same Company	.Director of Sales & Adv.
May Spear	B. Altman & Co., New York	Street & Finney, New York	.Fashion Accounts .Publicity Mgr.
Richard B. Gardner	Ass'n of Nat'l Advertisers, New York Executive Ass't to Sec'y	Scheerer, Inc., New York	.New York Mgr.
Clarence E. Anderson.	The Sherwin-Williams Co., New England	"Hunting & Fishing" and "National.	.Director of Sales & Adv.
Robert L. Gracemill.	Dept., Pro. MgrHolzwasser's, Inc., San Diego, Cal Adv. Mgr.	Emporium, San Francisco	.Adv. Mgr.
H. D. Leopold	Brunswick Balke Collender Co., Chicago Adv. Mgr.	Carryola Co. of America, Milwaukee	.Sales Executive
Frederick Barrett	C. C. Winningham, Inc., Detroit, Research and Media Executive	h.Same Company	.Outdoor Adv. Dept.
J. B. Evans Leonard E. Gessner	Walker & Co., Detroit	C. C. Winningham Inc., Detroit Martin-Gessner, Inc., New Orleans	.Outdoor Adv. Dept. .Vice.Pres. & Treas.
Richard C. Hay	American Radiator Co., New York  Mgr. of Sales Training & Promotion	Rice & Hutchins, Inc., Boston	.Gen. Sales Mgr.
C. H. Gager	The Welch Grape Juice Co., Westfield N. Y., Ass't Adv. Mgr.	Same Company	·Adv. Mgr.
J. H. R. Arms	Miller Rubber Co., Akron, Ohio	Edwards, Ewing & Jones, Inc	.Mgr.
A. O. Levy W. C. Sproull	In Charge of Dealer ServiceLarkin Co., Inc., Buffalo, Art DirectorBurroughs Adding Machine Co., Detroit.	J. W. Clement Co., Buffalo	.Art Director .Adv. Mgr.
M. E. Bernet	Acting Adv. MgrSouthwestern Bell Telephone Co.,	Wabash Railway, St. Louis	.Gen. Adv. Agent
C. L. Harrison Edgar W. Smith	St. Louis, Gen. Pub. MgrSeattle Engraving Co., Seattle, PresGeneral Motors Export Co., New York	Retired Same Company	.Ass't to Vice-Pres.
Irwin Steig	Ass't Sales MgrC. B. Dolge Co., Westport, Conn.,	Erle, Inc., New York	.Adv. & Sales Mgr.
E. T. Lark	Adv. MgrGustav J. Gruendler Mfg. Co., Inc	Twinplex Sales Co., St. Louis	·Adv. Mgr.
Walter Clark	St. Lonis, Director of Sales & AdvIllinois Power & Light Corp., Chicago	N. Shure Co., Chicago	.Adv. Mgr.
C. A. Thien O. R. Pechman	Publicity DeptBiow Co., New York, Acc't ExecutiveDavid Coleman Co., St. Louis, Sales RepDavid Coleman Co., St. Louis, Pro. Mgr	Painted Displays, Inc., St. Louis Painted Displays, Inc., St. Louis	Partner Partner
	N. Y., Adv. Mgr.  Enterprise Oil Co., Inc., Buffalo, N: Y		
	Adv. Mgr. Vacuum Oil Co., Inc., New York	No. Tonawanda, N. Y.	
	Adv. Dent	Chicago	
	Carolinas Auto Supply House, Charlotte, N. C.	ville, N. C.	
	George Enos Throop, Inc. (Detroit Office Vice-Pres. and Mgr.	Agey., Inc., Detroit	.rres.
	"The Merchants Journal and Commerce, Richmond, Va Business Mgr.		C M
Milton Silberman	Lord & Thomas (Los Angeles Office) Mg "The National Retail Clothier," New Yor	rk.I. Miller & Sons, Long Island City N. Y.	.Adv. Mgr.
M. St. John Breuon Raymond A. Babeock Arthur Nicolaus	Cadillac Motor Car Co., DetroitThe Caples Co., Chicago, Acc't ExecutiveThe American Weekly, Inc., New YorkThe Heil Co., Milwaukee, Ass't Adv. MgrThe Heil Co., Milwaukee, Adv. Mgr	MacManus, Inc., Detroit Dan Carroll, New York	Acc t Executive Sales Staff Adv. Mgr.



"Many businesses die or languish because the world does not stand still. People change and grow. They pass on and give place to others. All advertisers know this but many of them do not direct their selling policies accordingly. And quickly they become almost forgotten successes of another day."

From an editorial in "Printers' Ink,"

# Bustles and Leg-o'-Mutton Sleeves

If fashion dictated only to the older generation, it's easily conceivable that women would still wear bustles and leg-o'-mutton sleeves; that men in sartorial splendor, would adorn themselves with periwigs and lace ruffles.

The older generation looked on with grave foreboding when fashion demanded short skirts. But impressionable youth, finding that kneelength skirts contributed to their comfort and freedom, unanimously adopted the short skirt.

Over a half-million members of this aggressive, keen, younger element—young married couples, young men and women who work in offices, in stores, in factories, and who spend as they earn—buy SMART SET every month.

Realizing that people change and grow, that old markets die out and new markets appear, you must appreciate that the younger element is the new buying element and that SMART SET represents this new market.

You can reach 500,000 buyers in this aggressive new market, the SMART SET market—at the price of 400,000 net paid—\$2.00 a line, \$850 a page, an extremely low rate which carries a large bonus.

If you are selling merchandise that contributes to beauty, comfort, freedom, or happiness, you will find, as other advertisers have found, that the SMART SET audience will be your buyers for—

The younger element is the buying element of today and of many tomorrows.

R. E. BERLIN, Business Manager
119 West 40th St., New York
Chicago Office, 360 N. Michigan Ave.



### Advertising • The NEWS DIGEST • Aug. 11, 1926



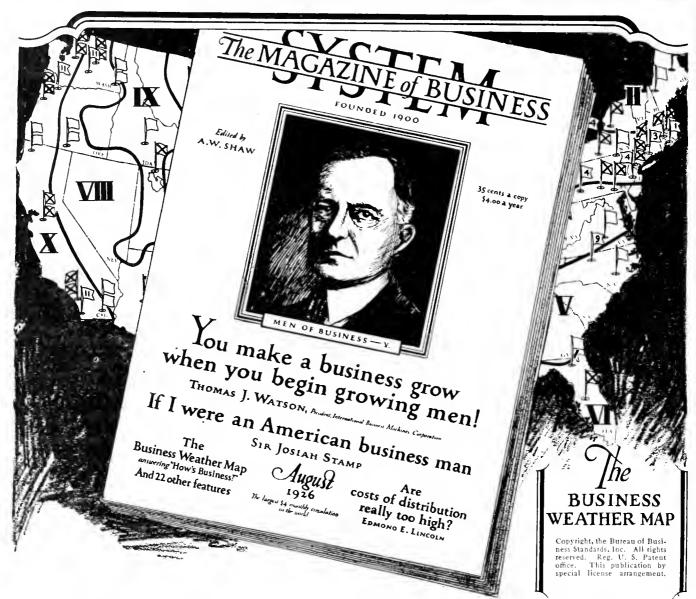
### CHANGES IN PERSONNEL (Continued)

	GIII II (ODD I	TI DIEDOTTIED (GO	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
Name	Former Company and Position	Now Associated )	With Pos	ition
	"The Scranton Republican," So Gen. Mgr. and Treas.	erantonScranton Sun Pu	blishing CoGer	a. Mgr. and Treas.
	"The Scranton Republican," So Adv. Mgr.	erantonScranton Sun Pu	blishing CoSec	<sup>'</sup> y
	. "Gas Station Topics," N. Y., A. Worthington Pump & Machine York, Pres.			
P. S. Tyler	Einson-Freeman Co., New York, Borden Sales Co., New York, T Sales Mgr.	erritorialStreet & Finney,	New YorkFic	e-Pres. and Acc't Execu-
B. S. Trynin	Central Motors, Inc., Los Angel and Treas.	les, <i>Pres</i> J. H. Newmark, I	nc., New YorkAce	et Executive
Charles A. Ott H. W. Brady	.Henry L. Doherty & Co., New Doremus & Co., New York, Pt	YorkOil Trade Journa ublicitySame Company ( Office)	l, Inc., New YorkEas (Pacific CoastPub	tern Adv. Mgr. Dlicity
Clark D. Smith	N. W. Ayer & Son, Phila Louis Bass, Inc., Detroit Powers-House Co., Cleveland .	Encyclopedia Bri Philip C. Pack, A	Ann Harbor, MichAcc	't Executive
E. Bartlett Brooks	Indiana Mfg. & Electric Co., Mai Adv. Mgr. and Ass't to Sales	rion, IndDelaware Engravi		Charge of Sales and ervice
George T. Thompson	"Item-Tribune," New Orleans . "North American," Phila Mgr. Automobile Dept.		vitt Co., New York <i>ln</i>	Charge of National Au-
G. O. Ludcke	Blekre Tire & Rubber Co., St. P. Adv. Mgr.	aul, MinnThe Bureau of En olis	ngraving, MinneapSale	es Staff
Russell Rich	Cleveland Automatic Machine Cleveland, Sales Dept.			't Adv. Mgr.
P. W. Tobias	Cargill Co., Grand Rapids, Mich	h Powers-Tyson Pr Rapids		a. Mgr. and Director of
J. N. Goetz	"Gazette," Schenectady, N. Y. Classified Adv. Mgr.		rtown, N. YAdd	Dept.
Arthur A. Dole	Bayley Mfg. Co., Milwaukee Albert Frank & Co. (Boston Ol. Wendell P. Colton Co., New	ffice)Wendell P. Colto	on Co., New YorkNei	v England Sales Mgr.
Dean L. Pryor	Space Buyer North East Electric Co., Roches	ter, N. YTiny Tot Shoe C	orp., RochesterPar	tner
Paul Winchester	Ass't Adv. and Sales Mgr. James Boyne Co., Grand Rapid		sociates, GrandCop	y Staff
W. P. Downey	"Examiner," Los Angeles Classified Pro. Mgr.	Rapids "The New York		lisplayed Classified Pro. Igr.

### CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
Williamson Candy Co	Chicago	"Oh Honry" Candies	H. W. Kastor & Son, Inc., Chicago
Kraft Cheese Co.	Chicago	"Kraft" Cheese	H. W. Kastor & Son, Inc., Chicago
* Philadelphia Storage Battery Co.	. Philadelphia	Radio Accessories	Robert H. Dippy, Phila.
Carlin Comforts, Inc	New York	Blankets and Comforts.	G. Lynn Sunner. New York
Tyler Hotel	Louisville. Kv.		The Marx-Flarsheim Co., Cincinnati
North Shore Hotel	Tippecanoe Lake, Ind.		The Marx-Flarsheim Co., Cincinnati
F. Berg & Co	New York	Felt Hats	Lyddon & Hanford Co., New York
Pohlson Galleries	. Pawtucket, R. L	Gifts & Novelties	Sackheim & Scherman, Inc., New York
The United States Leather Co	New York	Leather	Frank Seaman, Inc., New York
Central Leather Co	New York	Leather	Frank Seaman, Inc., New York
(Selling Organization)			
American Leather Producers, Inc	New York	Sole, Belting &	Frank Seaman, Inc., New York
D		Upholstery Leather	
Prosperity Co.	Syracuse, N. Y	Pressing Equipment	Z. L. Potter Co., Syracuse, N. Y.
Smith Ironer Co	··Syracuse, N. Y	lroners	Z. L. Potter Co., Syracuse, N. Y.
Shaughnessy Knitting Co	·· Watertown, N. Y	. If omen's Kniffed Wear.	Z. L. Potter Co., Syracuse, N. Y.
N. R. Allen's Sons Co	- Kenosha, Wis	. Sole Leather	Frank Seaman, Inc., New York
Louisville Drying Machine Co	·· Louisville, Ky	. Drying Machines	The Conover-Mooney Co., Chicago
Cust Language & Sons	··Cincinnati	. Malt Extract	M. L. Staadeker Adv. Agey., Cincinnati
Gust. Lagerquist & Sons	··Minneapolis	, Elevators	Kran Adv. Agcy., Minneapons
Albert D. Simmons	··Cleveland	, Grajesco Paini	I Land & Thomas and Logan Los Angules
Sumand Laboratories, Inc	···Los Angeles		I.Lord & Thomas and Logan, Los Angeles
The Henderson & Ervin Co	Manualla Cama	Mange Remedy "Pockinghair" Underwa	arCartor Adv. Agay. New York
Buckwalter Radio Corp	Chi-age	., Rockincuur - Onaerice - Radio	Rollamy Noff Co. Chicago
Harold J. McIlhenny Real Estate Co	Chicago	Real Fetate	Rollany Noff Co. Chicago
Vaporator Mfg. Co	Chicago	Radiator Calvinote	Rollamy-Neff Co. Chicago
The Graemere Hotel	Chicago	Hotel	Rellamy-Neff Co. Chicago
The Disappearing Roller Screen Co.	Los Angeles	Screens	The Mayers Co., Los Angeles
and Disappearing Roner Screen Co.	Augures	nocrocha minimum.	Inc Diagram Con Los Inigoros

<sup>\*</sup>Automotive account continues to be handled by F. Wallis Armstrong Company.



HILE 5,000 business leaders are answering your question "How's Business?" from month to month, others of the 20,186 members of the Council on the Trend of Business are among those who are contributing of their best thoughts to invigorating articles on timely business subjects.

System, the Magazine of Business, for August strikes the keynote for Fall. The Business Weather Map and 22 other features offer business men a source of factful information and inspiration.

August Issue now on the Newsstands

# The MAGAZINE of BUSINESS

NEW YORK

**CHICAGO** 

LONDON



Advertising

### • The NEWS DIGEST • Aug. 11, 1926



### CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Address	Product	Now Advertising Through
Euclid Candy Co	Cleveland	"Love Nest" Candy	H. W. Kramer Agency, Cleveland
Edwards & Co			
		vices	
J. W. Fiske Iron Works			
Leviton Mfg. Co			
			Honig-Cooper Co., Inc., Portland
			Reimers & Osborn, Inc., New York
The Standard Rice Co	New York	"White House" Rice	E. T. Howard Co., Inc., New York
J. F. Howard, Inc	Boston		The Greenleaf Co., Boston
FM 1 37 1 0	2411	Dressing	THE TY I CONTROL I
Tharinger Macaroni Co	Milwaukee	W hite Pearl" Products	The Koch Co., Milwaukee
P. B. Cooper & Co	Detroit		Whipple & Black, Inc., Detroit
The Kiddle-Gym Co			. Addison Lewis & Associates, Minneapolis
Baird & Warner	Cmcago	Apartments and Bond	
II D Smith Co	Ution N V		E. T. Howard Co., Inc., New York
			Sherman & LeBair, Inc., New York
			The Powers-House Co., Cleveland
Heit-Miller-Lau Co			
			Cowan, Dempsey & Dengler, Inc., Boston
addid Mills	boston		(Effective Jan. 1, 1927)
I. Newman & Sons, Inc.	New York	P. N. Practical Front.	Hommann, Tarcher & Cornell, Inc., New
		Corsets	York
The Blossom Lock Co	Cleveland	Locks	Eddy & Clark, Inc., Akron, Ohio

<sup>\*</sup>Advertising of Lawrence and Company, selling agents for Pacific Mills, will continue to be handled by Franklin P. Shumway

### **NEW PUBLICATIONS**

Name	Published by	Addreess	First Issue	Issuance Page Type Size
"Children, The Magazine for Par- ents"	The Parents Publish ing Ass'n, Inc.	.353 Fourth Ave., New York .	.October	Monthly7 x 10 3/16

### NEW ADVERTISING AGENCIES AND SERVICES, ETC.

W. R. Harrison CoSeattle, Wash	Printing, Adv. &W. R. Harrison and E. M. Hay
	Publishing
Painted Displays, IncSt. Louis, Mo	
The Williams Detroit Out Detroit	
door Adv. Agev., Inc.	,
Martin-Gessner, IncPere Marquette Bldg., New Orle	eansAdvertising Agency.Alan Martin, Pres.
	Leonard E. Gessner, Vice Pres & Tree

### PUBLICATION CHANGES AND APPOINTMENTS

The "News," Coffeyville, Kan., The "Tribune,".
Chillicothe, Mo., "Southern Poultry Jour- Appoint The Devine MacQuoid Company, Inc., New York, as their National Advertis-
nal," Montgomery, Ala. and "West Virginia ing Representatives
Review," Charleston, W. Va.
The "News-Herald," Peru, Ill
"Item," Sunbury, Pa
sentative.
"Morning Herald," "Daily Tribune," and the Appoints, D. J. Randall & Co., New York, as their New York and Eastern Adver-
"Sunday Herald," Yakima, Wash. tising Representatives.
"Children, The Magazine for Parents,"Appoints, Wilson & Galey, Chicago, as its Western Advertising Representative.

### **MISCELLANEOUS**

"The Daily News," New YorkBeginning Sunday, October 10, will publish a weekly rotogravure	section of sixteen
pages. The "Star," Kansas CityBeginning Sunday, Sept. 5, will publish a weekly rotogravure section	n.
The Pacific Mills, Boston	ill be moved from
Boston to 24 Thomas Street, New York.	



THE FOUNDRY is pre-eminent. It is the only publication in the huge metal-casting industry. Ever since its first appearance 34 years ago, THE FOUNDRY has maintained this dominant position.

It has progressed with the industry. Recognized editorial merit makes The Foundry the one authority among plant executives, metallurgists, melters, molders, and patternmakers. It is used as a text book in technical schools.

Its excellence is proved by its far-reaching circulation. In the United States and Canada are 6280 foundries; in these metal-casting plants are 7289 regular subscribers to The Foundry who read it twice a month. In addition nearly 1400 copies of each number go to subscribers abroad.

"Wherever metals are east, you'll find THE FOUNDRY"

# TAE FOUNDRY

A PENTON PUBLICATION

MEMBER A. B. C. and A. B. P.

Penton Building

Cleveland, Ohio



### Advertising • The NEWS DIGEST • Aug. 11, 1926



### MISCELLANEOUS (Continued)

Carl J. Balliet, Inc., Greensboro, N. CPlaced in hands of receiver by Judge T. B. Finley at Albemarle, N. C. Re	eceiver is
E. B. Jeffress, Mgr. of The Greensboro "Daily News."	
Redfield, Fisher & Wallace, Inc., New YorkAdjudicated bankrupt April 14, 1926. First meeting of the creditors will b	e held at
office of Harold P. Coffin, 217 Broadway, New York, on August 13, 1926.	
"The Literary Digest"	will be
headquarters for New England territory.	
The West Virginia Pulp and Paper Co Has opened a sales office at Philadelphia with George M. Howarth as Mana	ger.
New York	
Lox Ford Lock Co., La Crosse, WisName changed to the K. l. P. Corp. and its product, formerly called the I	Lox Ford
Lock, will be now called The Silent Watchman Transmission Lock.	
"Farm Implements & Tractors," Minneapolis. Name changed to the "Northwestern Farm Equipment Journal."	
Foster-Hamilton, Inc., Tulsa, OklaName changed to Foster-Hamilton, Ryan, Inc.	

### CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To
Einson-Freeman Co., Inc	Window & Counter	327 E. 29th St., New York	511-519 E. 72nd St., New York
Eastman, Scott & Co	Displays Advertising Agency	.816 Glenn Bldg., Atlanta, Ga	1106 Wynne-Claughton Bldg.,
Edition, Scott & Soft Title	initiationing ingene, in	,	Atlanta, Ga.

### CONVENTION CALENDAR

Organization	Place	Meeting	Date	
Financial Advertisers Ass'n	Detroit		nnual	Sept. 20-24
Art-in-Trades Club	New York (Waldorf 1	Astoria Hotel)A	nnual	Sept. 28-Oct. 27
				(Except Sundays)
Window Display Adv. Ass'n	New York (Pennsylvai	nia Hotel)A	nnual	Oct. 5-7
The Seventh District Convention of	Tulsa, Okla		nnual	Oct. 10-12
the International Advertising Ass'n				
Outdoor Adv. Ass'n of America	∍.Atlanta, Ga. (Biltmore	· Hotel)	nnual	Oct. 18-22
(Posters and Painted Bulletins)				
American Ass'n Adv. Agencies	Washington, D. C		nnual	Oct. 20-21
Direct Mail Adv. Ass'n (International)	Detroit (New Masonic	: Temple)A	nnual	Oct. 20-22
Audit Bureau of Circulations	Chicago (Hotel La Sa	lle)	nnual	Oct. 21-22
Ass'n of National Advertisers, Inc	Atlantic City (Hotel A	Ambassador)A	nnual	
International Adv. Ass'n	Denver, Colo		nnual	June 5-10, 1927

### **DEATHS**

Name	Position	Company	Date
Alfred Bersbach Cbarles P. Randall A. A. Christian Ralph A. Turnquist Robert A. Baker Robert W. Nelson	President Director & Ass Director of Sale Advertising Mgr President President	The Manz Corp., Chicag t Treas. Franklin P. Shumway Co. s & Adv. Gimbel Bros. The "Journal," Milwauk Baker Adv. Agcy., Toron American Type Founders	July 17, 1926  "Boston July 24, 1926  "Luly 24, 1926  "Luly 26, 1926  "Luly 26, 1926  "Luly 27, 1926  "Luly 28, 1926  "Luly 28, 1926
Robert Grieg	President	National Service Bureau,	New York

DITII the growing trend towards individual market analyses and the use of news papers by national advertisers the Business Survey of The Chicago Tribune presents on this page highlights and minutiae of zone marketing, the Chicago Territory, and of The Chicago Tribune.

### From the

"The New York Times has for years led all newspapers in the United States in volume of national advertising, weekday and Sunday."

—from an advertisement of the New York Times in Printers' Ink, July 15, 1926.

LITTLE old New York! Even we feel we must go there twice a year. Now we'll tell one.

To the child in the backyard the whole world lies within the surrounding fence. The prim hedges, the shell walks, the scented posies—all are geography's limit. New York is the United States and New York newspapers are the only newspapers in the United States. We, who have been taught a different geography, enjoy the New York idea, knowing that beyond the fence lies tremendous territory.

We are informed that The Times figures automobile lineage as national. Combining The Chicago Tribune's national and automobile lineage, we printed 406,497 more lines than The Times during the first half of 1926.

"The New York Times led all newspapers in the United States in volume of national." Before writing such an advertisement they should have topped the 4,150,729 agate lines which The Chicago Tribune carried the first six months of this year.

From the standpoint of value to the advertiser, competitive lineage figures are only a part of the story. A true measure of advertising value is the "milline." It is a complete, revealing measure of what the advertiser gets, excluding intangibles. Let'stryiton The New York Times:

Millines of National Advertising in The New York Times

Lines 1,935,874 1,808,358	×	Circulation 356,471 610,041	H 8	Millines 690,082 Daily 1,103,172 Sunday
	Natio	onal Advertisi	ng in '	1,793,254 Total The Chicago Tribune
Agate Lines 2.438,280	×	Circulation 700.4 3	=	Millines
1,712,449	Ŷ	1,087,990	=	1,707,876 Daily 1,863,127 Sunday
4,150,729				3.571.003 Total

The Chicago Tribune carried 10.8% more agate lines and 99.1% more millines than The New York Times. Paraphrasing Hannibal: "Beyond the Jersey Shore lies America."

### Personalia

DONALD OGDEN STEWART, author of "Perfect Behavior" and other hilarious

items, is now under contract to The Chicago Tribune... He will do a weekly stint captioned "The Other Day"... ROSITA FORM'S of England and parts cast — Asta Minor and Africa — is the author of "King's Mate" the new Tribune serial beginning in the Magazine Section August 22nd... Rosita is the lady who, a few years ago, donned the disguise of a



Bedouin woman and succeeded in penetrating as far as Kutara in Libya, forbidden to Entopeans since 1879. . . That's travelling! . . . TAMES O'DOSNELL BENNETT'S stories of the recent Lucharistic Congress have been made



Tribune Tower

into a beautiful book by the Public Service Office . . . Bennett, by the way, is combing Illinois, Indiana, Iowa, Michigan and Wisconsin for the historic highlights of the middlewest and describing them in a series of splendid stories now running in The Tribune.

Keeping Up With the Parade
Out of the dance hall, jazz fulminated, America struck a new tempo. Two Pauls flourish while psychologists and savants ponder. A charming singer contradicts a learned divine. "It is jazzincarnate. Its architecture, its business, its life—all sparkle to a syncopated measure. An honest jazz tune is better than a sermon on prohibiting anything."

An aphorism of a hard-writing Scot becomes the speed slogan of a whole citizenry. "One crowded hour of glorious life" is picked out in 200-watt lamps across the nation's facade.

Eager for the morrow, searching for the new, 1,151 towns in the five states keep up with the parade through The Chicago Tribune. 20% of the families in 6-12 towns of less than 1,000 population in the Chicago territory read it as do 20% and more of the families in the 509 towns of more than 1,000 population. In some cases, it is 89% of the families as in Valparaiso, Indiana; or 82% as in Iron Mountain, Michigan; or 70% as in Clinton, Iowa. In all these 1,151 communities 65% of all the families, alert to the new tempo, read The Chicago Tribune.

Frigidaire

"Newspaper advertising, according to officials, has made necessary a \$100,000,000 expansion program started this week by the Delco Light Company, Dayton, Ohio. Immediate plans call for the construction of a \$20,000,000 factory addition, one mile long, at Moraine City, near Dayton. The new factory will be used entirely for the construction of electric refrigerators." (Newsitem).

In 1925 the Delco Light Company stopped considering the United States as one market. They analyzed the country and weighed one market against another. These studies revealed facts vital to any manufacturer. They caused the Delco Light Company to alter its advertising program.

In the Chicago territory, among other desirable features, there are more residential electrical consumers than in 26 western and southern states. Zone 7's prosperity and fluid buying powers is pronounced as is the out-

Knickerbocket...Personalia...Keeping Up With the Parade...Frigidaire..... Hoover...Eggs...The Tower

### TOWER

standing leadership it holds in the general electric field.

Sales and advertising policies were made to fit the market. Eight full pages were run in THE CHICAGO TRIBUNE reaching 65% of all the families in 1,151 towns of this rich area. No other Chicago newspaper was used.

The Stover Company, distributor of Delco Frigidaire electrical refrigerators in the Chicago territory, within six months after the first advertisement appeared quadrupled sales. Mr. E. G. Birchler, president of the Delco

Mr. E. G. Birchler, president of the Delco Light Company, passed over the garlands gracefully. "We consider our test campaign in THE SUNDAY TRIBUNE a decided success and have authorized a non-cancellable schedule of at least thirteen full pages in 1926."

An opportunity of equal proportions is offered to other manufacturers who like to think through the surface.

Hoover

"Very few producers have the capacity for selling the United States as a whole, but we find many of them trying to do this. Much effort is lost upon some territories which, if properly studied, would fail to show possibilities sufficient to justify the expense of advertising and selling. A great many manufacturers would undoubtedly find that by limiting their efforts to more circumscribed areas and intensifying their sales activities in such areas, they would not only reduce their selling costs but would probably produce a larger volume of business. The study of the individual sales area, therefore, is of great importance to the sales and advertising departments."—Herbert Hoover.

\* \* \* \*

The sales executive interested in data on the Chicago territory will find constant use for the 1926 Book of Facts. Write for a copy on your business letterhead.

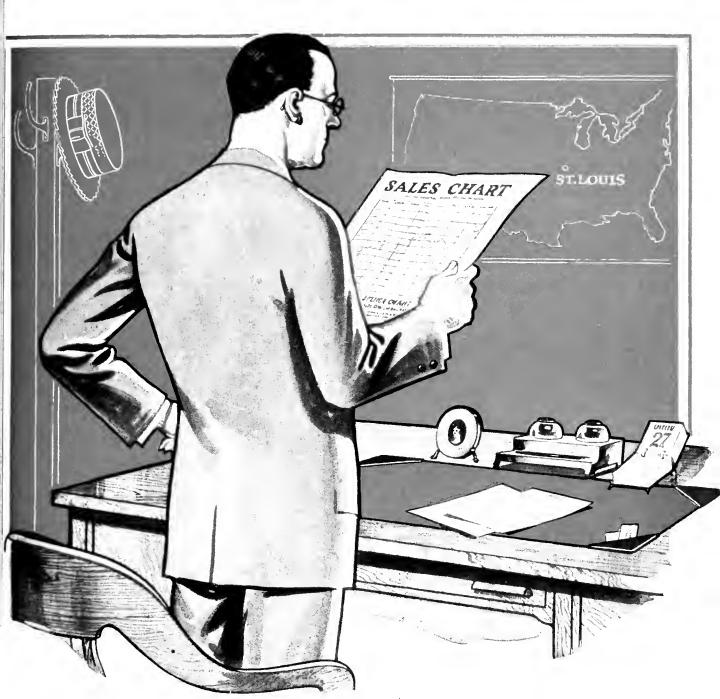
ARLY settlers gauged the richness of soil by its stand of timber. Given a river bank, a plentitude of sunlight and air, a soil stronger in essential elements, a period of serenity, without serious mishaps of wind or rain or drought or infection, and the planted sprig grows into a towering tree of unusual height and health.

Similarly, the Tribune Tower is the significant symbol of a lush land, a fortunate Chicago territory. The Tower represents the prosperity not only of The Tribune, but of the people who made The Tribune, the audience who not only pay for the newspaper but who by their purchases and prosperity have made The Tribune pay out for users of its advertising columns.

Which Egg?

Two eggs may look alike and the china one may fool the hen but it is a safe prediction that no amount of setting will hatch out more than one chick. Markets present many like characteristics—surfacely. But one lacks the germ of huying power; the other is capable of continuous intensive and profitable sales cultivation.

Рог Тоор



### Newspaper Coverage Makes Your Market!

IN reckoning sales volume for your product in any market, there is an important difference between the population size of a market and its sales size. The first is determined primarily by numbers of people; the second by numbers of people reached.

When you realize that coverage makes your market, your

newspaper selection becomes a controlling factor in your analysis of market possibilities.

There are two important facts to consider: [1] The extent of thorough newspaper coverage, for that determines the physical size of your market; and [2], the proportion of newspaper coverage to total families in that area, because that determines the effectiveness of your influence in the market.

Consider those facts in connection with The Billionarea—the Greater St. Louis Market.

Because of its far greater volume of circulation in this rich area, the St. Louis Post-Dispatch makes the sales size of this market for your product far larger than it can be made by any other newspaper. It reaches the homes of 160,000 more people [approximately 40,000 more families] in The Billionarea than the second newspaper, at no higher cost.

Because the Post-Dispatch has 30 per cent greater circulation in The Billionarea its ability to sway this market for your product is far greater than that of the 2nd newspaper, at no higher cost.

The unusual productivity of the St. Louis Post-Dispatch, due to its dominant coverage of this Billion Dollar Market of a million people is proved by its volume of advertising, which for years has almost equalled that of all other St. Louis newspapers combined.

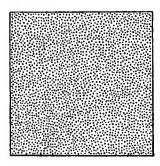
POS

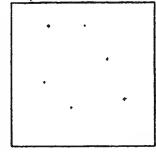
The highest ranking P+D+

# The Truth Will Out — When P+D+C is Applied

ACH newspaper in turn claims to cover a market worthy of your attention as a volume consumer of your goods.

The truth is that many of these newspapers scatter their circulation so thinly over so wide an area that their influence in moving merchandise dwindles to near nothing outside the metropolitan area. By their lack of concentrated circulation, these newspapers reduce their power to sway the metropolitan market where the concentration of population makes volume-selling possible.





This shows the concentration of population and wealth per square mile in The Billionarea.

This shows the sparsity of population and wealth per square mile outside The Billionarea.

Any sales manager who will use the P+D+C method of measuring the value of markets and media will discover most important facts about The Billionarea and the St. Louis Post-Dispatch.

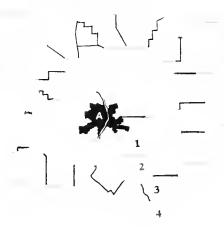
The Billionarea offers a concentrated market of more than a million people—or 1600 families per square mile—160 times greater concentration of people than the small town and rural markets outside The Billionarea which have only 10 families per square mile. The advantages of distribution or selling in the concentrated Billionarea are self-evident.

The average family purchasing power inside the Billionarea is three and one-half times as great as the purchasing power in the small town and rural markets outside The Billionarea. One copy of a newspaper reaching a family in The Billionarea has three and

one-half times the value of a metropolitan newspaper delivered in the outside small town and rural territory.

In The Billionarea, the advertiser can reach with the Post-Dispatch alone, over three-fourths of all the 250,000 families in this market at one advertising cost. In the small town and rural markets outside The Billionarea, it is impossible to reach more than 1 to 12 per cent of the families with any metropolitan newspaper — an obviously ineffective coverage to move merchandise.

and the Book of Information about The Billionarea—the Greater St. Louis Market, will be mailed free to anyone interested in the advertising and sales opportunity of this market. Address St. Louis Post-Dispatch, St. Louis.



The Micrometer of a Newspaper

To definitely determine where newspaper coverage is sufficient to be effective and where it is not, use the target method of analysis.

"A." the bull's eye, is the metropolitan area. "1" is the first "ring" of counties beyond it. "2" is the next "ring" of counties. "3" is the third. And so on.

An analysis of any newspaper's circulation by areas for the bull's eye—the metropolitan area—and separately for each succeeding "ring" of surrounding counties will tell you exactly where circulation is effective and where it ceases to be of any sales value.

Note—All government statistics on population and purchasing power are compiled by metropolitan districts and by counties. Metropolitan newspaper circulations are similarly divided.

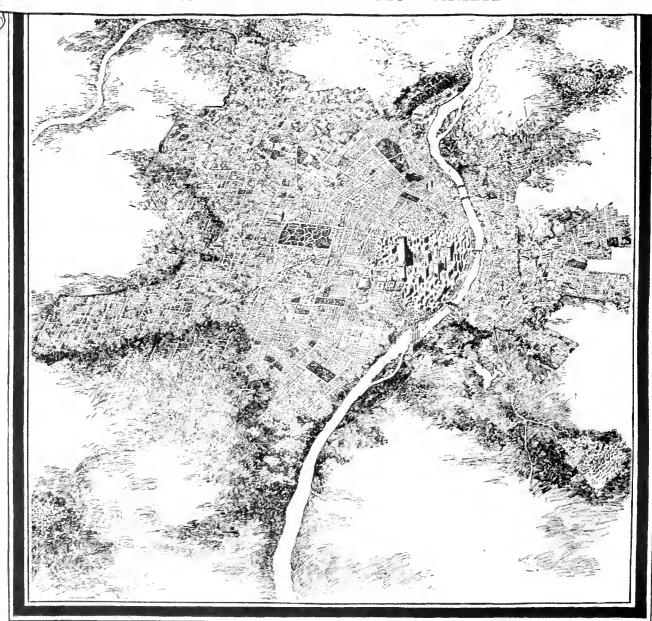
# DISPATCH

P.D.C

(See next page)  $\Im he$ 

# BILLIONAREA

∽ the GREATER ST. LOUIS MARKET



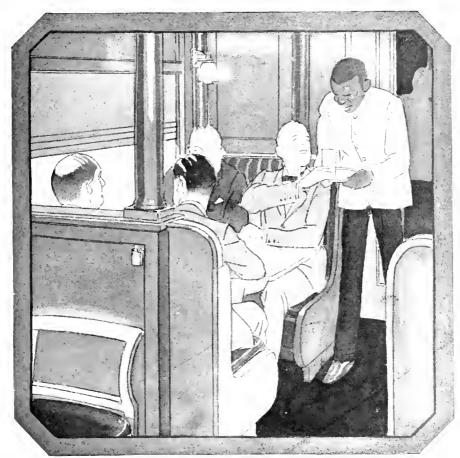
THE Billionarea is more than a market name. It is a market condition. It is an area in which there is the highest concentration of People, Dollars and Coverage; which makes it a profitable volume-market for advertisers.

In addition to its unusual prosperity and growth, Greater St. Louis offers advertisers an annual purchasing power of over a Billion Dollars—one of the highest average purchasing powers per family of any city in America.

### ST. LOUIS POST-DISPATCH

The highest ranking P+D+C newspaper of The BILLIONAREA -- the Greater St. Louis Market

#### PUBLISHED FORTNIGHTLY



Drawn by George O'Neill for Baltimore & Ohio Railroad

AUGUST 25, 1926

15 CENTS A COPY

"Salesmen's Cars — Liabilities or Assets?" By Morton D. Cummings; "1905—1925 Brought Production Efficiency. What Will Come Next?" By Walter Mann; "American Salesmanship Wins Success Abroad" By Dr. Julius Klein; "Industrial Losses and Advertising" By H. S. Wallace



# A Great Campaign

THE Chicago Daily News has been chosen to carry the <u>full</u> schedule of the Pennsylvania Railroad advertising now appearing in a selected list of American newspapers. The advertising is placed by the J. Walter Thompson Company.

ADVERTISING REPRESENTATIVES

NEW YORK J. B. Woodward 110 F. 42d St

C/@11:

DETROIT
Woodward & Kelly
Fine Arts Building

Woodward & Kelly 360 N. Michigan Ave SAN FRANCISCO C. Geo. Krogness 353 First Nat'l Bank Bldg.



# The LIFE STORY of every motor is written in OIL



[] Any honest repair man will tell you that more that more that 75% of all motor repairs are caused by the failure of a motor oil. Safeguard your motor with Vectol, the oil that gives the film of protection, thin as tissue, smooth as silk, tough as steel.

DESERTED, in the quiet of the garage, stand long lines of cars, touched here and there by dusty fingers of sunlight

What a story the doctor's weather-worn coupe could tell of a brave, old motor's race with death through a cruel sleer-torn night.

And what entertaining yarns that globe-trotting landaulet could spin of the strange dark ways of Algerian repairmen

While the yellow roadsters tale would be a bitter one and sad, of a proud, young engine, burned-out in its youth through recklessness and lack of care

STORIES of long and faithful service Stories of breakdowns and faithre and repart bills. But at the bottom of every motors away, responsible for good per formance and bad performance alike, you would find—a motor oil.

For the actual performance of every moror depends largely upon a film of oil a film thinner than this sheet of paper

#### A motor-oil's job

Your motor-oil s job is to safeguard your motor from deadly heat and friction, the twin enemies teaponsible for three-lourths of all engine troubles

of all engine troubles. In action, your morot-oil is no longer the fresh, glearning liquid you saw poured into your ctankcase. Instead, only a thin film of that oil holds the fighting line—a film lashed by blinding, shrivelling heat assailed by tearing, granding friction. In spire of those attacks the oil film must remain unbroken, a thin wall of defense, protecting wish motor parts from deadly hear and firetion.

#### Ordinary oil films fail

Under that tertific two-fold punishment the film of ordinary oil often breaks and burns. Then vicious hear attacks directly the unprotected more parts. And through the broken hlm, hot, taw metal chates against metal.

Insidious friction begins its silent, dogged work of destruction. And finally you have a burned-out bearing, a scored

cylinder a seized piston. Then, the repair shop and big bills!

#### The "film of protection

Tide Water Technologisas spent years in studying nor olds alone, but oil film. They made hundreds and hundreds of laborisory experiments and road tens. Finally, they perfected in Veedol, an oil that offers the umost resistance to deadly hear and friction. An oil which gives the "liftin of protection that at time, timoth as it film, though as itself.

Give your own motor a chance to write its story, not in ordinary oil but in Veedol Then it will be a long history of faithful, economical service

Tide Water Oil Sales Corporation, Eleven Broadway New York Branches or warehouses in all principal cities



One of a series of advertisements in color prepared for the Tide Water Oil Sales Corporation

## Facts need never be dull

THIS agency was one of the first to adopt the policy of "Facts first—then Advertising." And it has earned an unusual reputation for sound work.

Yet this organization does not, nor has it ever, confused "soundness" with "dullness." It accepts the challenge that successful advertising must compete in interest, not only with other

advertising, but with the absorbing reading matter which fills our present-day publications.

We shall be glad to send interested executives several notable examples of advertising that has lifted difficult subjects out of the welter of mediocrity.

Joseph Richards Company, Inc. 251 Park Avenue, New York City

RICHARDS \* \* \* Facts First \* \* then Advertising



Whether it is a man, a group of men or an institution, fear-lessness in the public service is respected and rewarded by public recognition and esteem. Fearlessness is a quality of the strong. The weak can't be fearless.

MANY times in the past, The Indianapolis News has espoused a losing cause because it knew it to be right.

Fearless, independent, sanely conservative yet intelligently progressive, The News has fought many a battle for the people it serves—the citizenry of Indianapolis and Indiana.

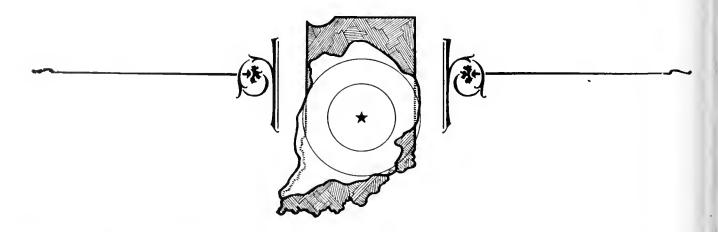
That sort of fearlessness must breed a deep and abiding public respect. If The News had been less than Indiana's greatest newspaper, it could not have been so fearlessly independent.

If it had been weaker it might have curried favor with clique, group or party.

For 56 years it has been strong enough to be impartial and unafraid.

The respect of the Indiana public for The Indianapolis News is not something vague, guessed at, or to be taken for granted. It is actual, tangible, measurable. It is a tribute to The News and to the character of the people it serves that a newspaper like The News should have had the largest daily circulation in Indiana for so many years. In Indianapolis, The News outsells both other daily newspapers together every weekday.

To a merchandiser in the Indianapolis Radius the prestige of this universally respected newspaper is vital and indispensable.



#### THE INDIANAPOLIS NEWS

# Everybody's Business

## By Floyd W. Parsons

N the light of clear reason and accumulated knowledge, we are forced to recognize the absurdity of current ideas concerning time and civilization. Five thousand years to us seem almost an unending era. But such a span of years dwindles into insignificance in the face of the truth that a thousand centuries represent no more than a single cycle of average length in the life of the earth.

With this thought in mind it becomes easy to believe that our present civilization with all of its notable achievements may be as nothing when compared to the civilizations that have probably preceded this one. Professor Soddy, the celebrated scientist of Oxford, reminds us that it is only our sublime egotism that prevents us from rec-

ognizing the possibility that other races living on the earth ages ago may have made far more rapid and more important advances toward a higher intelligence than we have. He expressed the belief that the command attained over nature by present man may have been greatly exceeded in times gone by. In his own words: "There is the scientific possibility that by means of controlled radio-activity, the higher intelligences of a long forgotten civilization may not only have communicated with other planets than ours, but may actually have flown from the earth to some more hospitable and kindlier sphere, leaving behind them only the brutish animal forms from which the human race of today has been evolved."

Thoughts of this kind a generation ago would have brought only ridicule to those originating them. But current developments, such as the radio, have opened new avenues for thought and speculation and a larger exercise of human imagination. Scientific studies are rendering it clear that the earth has been hot, dry, moist, and cold, all in successive cycles. Animal and vegetable forms that flourished in one age were extinct in the next. Regions that now buzz with industrial activity were once covered with ice, and Arctic areas that are now the homes of glaciers were once covered with the most majestic forests the sun ever shown on. The coal beds of Spitzbergen, and the oil and coal of Alaska are but a few of the evidences that make such truths absolutely undeniable.

In the American Museum of Natural History is a section of a great Sequoia tree, nicknamed "Mark Twain," that represents one of the most definite and interesting links between the past and the present. Most of the history of our present civilization is written in its



rings. Here we have a record of the weather of the ages; and explanations for the migrations of peoples, the European Dark Ages, the Italian supremacy, the Crusades, the Mongol outburst, the Black Death, and the subsequent revival of learning.

Some of the Sequoias cut down and examined started growing 3200 years ago. Many were sturdy saplings at the time of the "Exodus."
"Mark Twain" was cut down in the prime of life and yet witnessed the birth of Mahomet. All of the trees of this species in California are survivors of the Ice Age, and the rings of their stumps supply us with records far more valuable than the fenceposts and shingles which their bodies provide.

A thin ring means a dry year; a hundred thin rings

tell of a dry century. The Sequoias disclose a surprising similarity between the earth's climatic curve in the centuries gone by and the curve representing the ups and downs of our present civilization in the corresponding period. It is quite evident that climatic variations have been chiefly responsible for changes in man's racial character. Temperature and moisture conditions were the two factors responsible for famine, migrations and wars in all of the ages past.

It was a drought lasting for 160 years that finally brought on the Trojan War, the fall of the old Cretan civilization and the invasion of Egypt from the sea. The weather was bad from 950 to 740 B. C. and as a result there was the decline of Israel. In rapid succession down through the ages came centuries of moisture and other centuries that were dry. The first brought health, food and prosperity; the second resulted in poverty, plague, inertia and vice. The monotony of cloudless skies always seemed to stifle energy and ambition and break down the prevailing civilization. Only in those periods when the climate possessed stimulating qualities was there rapid progress.

The Sequoias tell us that from 620 to 760 A. D., the earth's climate was the most unfavorable known to history, and humanity was brought to that terrible era known as the Dark Ages. This ended with the advent of a rainy period; Italy once more became a favored land; and civilization again commenced to climb upward.

This does not mean that we need be pessimistic of the future. Perhaps no moisture or temperature changes of a radical character will be witnessed by our generation. Nevertheless, history has a way of repeating itself.

ADVERTISERS who contracted in 1925 for space in The New Yorker this year bought circulation on a guaranty of 12,000—and have enjoyed thus far more than three times the circulation which they paid for.

Advertisers who contracted for space this spring on a circulation guaranty of 20,000 have enjoyed a circulation more than twice what they paid for.



25 West 45th Street, New York

A DVERTISERS who buy now at the present guaranty of 35,000 are enjoying a circulation already greatly in excess of what they pay for. And the circulation (dog days notwithstanding) is mounting steadily.

Nearly all of it in New York; all of it of unexceptionable quality. The people who set the standards for the rest of New York—and the rest of the country—to follow.



25 West 45th Street, New York

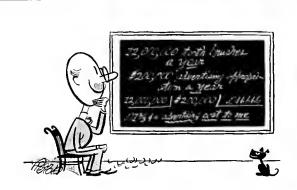
A reader comments: "Advertising and Selling has the uncomfortable trick of jarring me out of my serene and well-worn rut of thinking."

We think that attitude is largely responsible for its immediate recognition and rapid rise in circulation.

## Life presents ...

## Andy Consumer

Reproduced from a full page in LIFE



#### I FIGURE IT'S OUTRAGEOUS!

 $T^{HE} \ other \ day \ l \ asked \ a \ druggist \ for \ a \ PENETRATO \ toothbrush \ which \ comes \ in \ a \ box \ of \ its \ own \ and \ retails \ for \ 35 \ cents.$ 

He tried to sell me a just-as-good toothbrush out of a basket for 25 cents

"There's no use paying that extra io cents—it's just for advertising." he said

Well, I never make a big deal like that without going to the bottom of it.

I investigated and found the PENETRATO Co. sells 12,000,000

toothbrushes a year. Their advertising appropriation is \$200,000 a year—or 1% cents per brush. Where did that druggist get that 10-cent stuff?

I asked him point-blank, and he confessed he makes more profit on the 25-cent brushes because he buys them dirt cheap. He admitted that PENETRATO brushes are cleaner, better, more scientifically shaped, and more reliable. A brush in a box is worth two in a basker

Before I left he said he was going to be a better boy and quit wasting his time on just-as-good goods.

> Andy Consumer

THE NATIONAL ADVERTISER BETS HIS ADVERTISING MONEY THAT HIS PRODUCT IS RIGHT

Andy here takes a punch at parasites. Almost every national advertiser is trailed by imitative just-as-gooders who take advantage of his advertising and THEN SOME. The then some is where the crime lies. By not advertising, the imitator saves a mere pittance—in order to cut price and compete profitably with the original product he must produce a shoddy. Therefore it is almost axiomatic that anything just-as-good is bound to be awful!

THE public now knows that advertising costs big money. Some of you advertising boys have even bragged that it does.

So everything is set pretty for parasitic competitors to point at big advertising campaigns and say to the consumer: "You pay for that."

Like some other consumers, Andy Consumer figures it's outrageous. He reacts just like his fellow men—up to a certain point. (That's the secret of his charming personality.)

But Andy is not as thick as he pretends, and (see opposite page) he goes a little into the matter of the retail price of the Penetrato toothbrush and finds that only 1% cents of it is for advertising. He would like to know how THAT saving enables the druggist to cut the price 10 cents on an unadvertised imitation brush.

It is just one more of Andy's handy examples which we are running in Life to tell Life's millions of readers that advertising is pretty nice, after all.

ANDY CONSUMER'S talks on advertising are published in pamphlet form. If you can distribute copies to salesmen, dealers or customers, LIFE will gladly furnish, at cost, reprints or plates of this series

L

127 Federal Street BOSTON, MASS. i

598 Madison Avenue NEW YORK, N. Y.



e

360 N. Michigan Ave. CHICAGO, ILL.

THE PITTSBURGH PRESS, Daily, has 33,254 more net paid circulation in the city of Pittsburgh than both other evening newspapers combined, and the SUNDAY PRESS has 22,673 more net paid circulation in Pittsburgh than both other Sunday newspapers combined!

#### THE PITTSBURGH PRESS

A Scripps-Howard Newspaper

# Sell Electrical Utilities in the Northern Nine Counties

HE Northern Nine Counties of New Jersey represent one the richest markets in America for the sale of electrical appliances.

More than three homes in every four in New Jersey are wired for electricity the largest ratio of any state except three.

Residents in the Northern Nine Counties are especially good prospects for vacuum cleaners and electric irons—for electrical appliances—for washing machines and electric heaters—the new-

est and most useful things of every kind. For they are well-to-do, ambitious people, moving upward in the world.



In ratio of population reporting incomes over \$3,000, New Jersey is second highest; in per capita expenditures for dwelling construction, the third highest. It is a market accustomed to the highest standards in every phase of living,

The key to this market is Charm, The Magazine of New Jersey Home Interests. Its circulation, 81,237, is the largest in New Jersey of any periodical, and covers the quality market of the Northern Nine Counties.

May we tell you more about how to reach this important and desirable market?



Office of the Advertising Manager, 28 West 44th Street, New York

# COLUMBIA

The Largest Catholic Magazine in the World

THE popularity of Chesterfield is being heightened by the popularity which COLUMBIA enjoys among its more than a million men readers.

The Liggett & Myers Tobacco Company is using a schedule of back covers in color to gain for Chester-field its full share of the cigaret sales which COLUMBIA'S vast, responsive market will produce.

A corresponding opportunity is open to other national advertisers to meet the three quarters of a million Knights of Columbus families and to participate in the friendship and confidence which they extend to COLUMBIA.



## "Such Popularity Must Be Deserved"

Returns from a questionnaire mailed to subscribers show that COLUMBIA has more than two and one-half million readers, grouped thus:—

Men 1,211,908 Women 1,060,420 Boys under 18 249,980 Girls under 18 244,336 TOTAL 2,766,644

# The Knights of Columbus

Publish, print and circulate COLUMBIA from their own printing plant at New Haven, Connecticut

Net Paid 748,305 A.B. C.

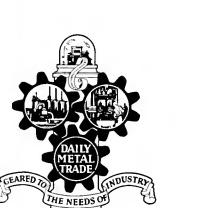
Twelve months average, ended June 30th 1926

Eastern Office
D. J. Gillespie, Adv. Dir.
25 W. 43rd St.
New York

Western Office J. F. Jenkins, Western Mgr. 134 S. La Solle St. Chicago



# The Daily Business Paper of the Metalworking Industry



EARED to the needs of industry from its inception seventeen years ago and founded on the bedrock of absolute accuracy in the compilation of vitally important market information, DAILY METAL TRADE continuously has broadened the service it has rendered until today it stands as the universally accepted business paper of the Iron, Steel and Metalworking industries.

A booklet outlining definitely the coverage Daily Metal Trade gives in its field will be gladly sent on request.

#### Daily MetalTrade

New York

**CLEVELAND** 

London

A PENTON PUBLICATION



## Prudent Business Men Today Rely on Dependable Forecasts

**N**RUSTWORTHY business forecasts are taken at their face value by far sighted business men.

A large increase in advertising presages a large increase in business, according to figures compiled by the Harvard Business Survey.

Application of this fact to the Akron market foretells even greater prosperity than before, for the lineage of the Akron Beacon Journal increased from 6,988,-649 lines in the first half of 1925 to 8,248,155 lines in the first half of 1926, a gain of 1,259,506 lines.

An increase in building permit figures from \$6,203,-968 for the first half of 1925 to \$8,929,725 for the first half of 1926 shows an increase of \$725,757.

Bank deposits late in 1925 were \$84,457,000. They increased to \$89,795,000 in the first half of 1926, showing a gain of \$5,338,000 for the period.

These figures, with the population statistics, justify the inclusion of the Akron. Ohio market in any national sales campaign and prove the Akron Beacon Journal the best medium to reach that market.

## AKRON BEACON JOURNAL

First in News, Circulation and Advertising

STORY, BROOKS & FINLEY, Representatives

New York

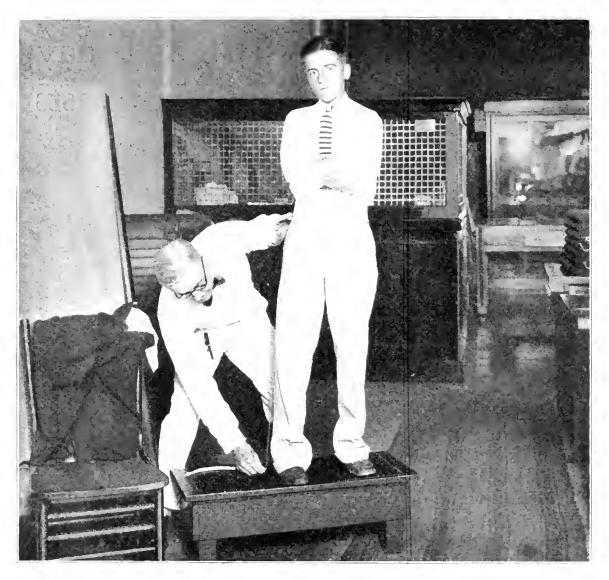
Philadelphia

Chicago

Los Angeles

2nd in Ohio—14th in U.S. in 1925 in advertising lineage among six day evening newspapers

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### When John Steps from Knee Pants to Trousers

—his fainily's financial budget takes an upward curve. His mother no longer buys his clothes. He thinks for himself now and often for the entire family.

The next family automobile should be like Harry's dad's. John drove it yesterday, so he knows. His clothes must be this brand, his hats that and his golf clubs so and so. John's food must change.

Coach said to eat more of this and that. Father takes notice, calls in mother and the family budget is revised.

Your message in The Youth's Companion will reach 250,000 of these young men at this critical time and influence their buying habits while they are still susceptible and eager.

Rates Advanced \$100 October 1st

250,000 net paid, (ABC) circulation, Rebate-backed, guaranteed

### THE YOUTH'S COMPANION

8 ARLINGTON ST.

One Hundred Years Young

BOSTON, MASS.

An Atlantic Monthly Publication

# Advertising & Selling

VOLUME SEVEN—NUMBER NINE

August 25, 1926

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Courtesy Pennsylvania Rai'road

THE problem of transportation for the salesman is naturally vital and fundamental. An unbiassed opinion on the matter is not easily procured. Morton D. Cummings in his article, "Salesmen's Cars—Liabilities or Assets?" discusses this important question in a very candid, fair manner; giving in detail his own experience—as well as that of others—regarding the expenses and mileages of cars, and the actual facts relating to the comparative advantages of using the railroad or the automobile.

M. C. R O B B I N S , President

J. H. MOORE, General Manager

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## Rochester's Leading Department Store

Sibley, Lindsay & Curr Company

# 40% of Cosmopolitan\_Subscribers Are Charge Account Customers

AT Sibley, Lindsay & Curr Company, Rochester, the first five hundred names on Cosmopolitan's Rochester subscription list were checked against their charge account customers.

Two hundred and one, or better than 40% of these subscribers to Cosmopolitan were found to be charge account customers.

Fully to appreciate this, one must know that Sibley, Lindsay and Curr are very conservative in extending credit.

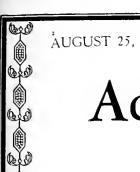
And also remember this: these

two hundred and one were all *sub-scribers* to Cosmopolitan. How many more of their charge account customers buy Cosmopolitan at the newsstands we do not know. But in the city as a whole more people buy Cosmopolitan at the newsstands than subscribe for it by mail.

In every large city and town throughout the country you will find that Cosmopolitan goes to the right families—1,500,000 families. Here is a remarkable market for your product—whether it's a luxury or a necessity.

ASK A COSMOPOLITAN SALESMAN FOR ANY FURTHER FACTS YOU MAY DESIRE

#### Advertising Offices



AUGUST 25, 1926

# Advertising & Selling

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## Salesmen's Cars—Liabilities or Assets?

### By Morton D. Cummings

FTER being misled to the of other companies on the use of

suggestion to offer to those who are still in the same dilemma.

I used to ask, "Do your salesmen use automobiles?" Now I ask, "Why do your salesmen use automobiles?" The addition of the single word has made "Why" a very great difference in the replies which I have received. If you first ask a sales manager if automobiles are used by his sales force, and he answers in the affirmative, throughout subsequent conversation or correspondhe naturally feels obliged to uphold their use. But if you show by the addition of this single three-letter word that you are not a novice, almost invariably he will answer as luminatingly as

does truthfully.

The actual situation is, of course, point of confusion in my efforts that with many enterprises the use to check our results with those of the automobile as a standard method of transportation for the automobiles by salesmen, I have a salesmen is still in its trial period.

This is best proved, perhaps, by the difficulty which is still to be experienced in ascertaining such simple facts as the average cost per mile -city and country separately-of

operating a Ford or a Dodge coupé. will need to press matters vigorously to worthwhile

answer. There is almost an entire absence sound accounting in



LTHOUGH experience has proved that salesmen can travel more economically by train than by automobile, the latter mode of transportation has certain distinct advantages in districts where the centers to be covered are scattered and not adequately connected by rail. Under such circumstances, the man with a car is able to do a more thorough job than his competitor who must make all the outlying towns by train. This is but one of the situations with which Mr. Cummings deals in this analysis of the problem of many a modern sales manager this division of salesmen's use of automobiles. Company A will very kindly and thoughtfully lend you its tabulations, which show, for example, that it costs 0.035 to operate their Fords and 0.046 to operate their Dodges. But at a glance the experienced know that there are of necessity vital elements ignored in any tabulation which arrives at such a result, or else (as I have commonly found) there are actual errors in reducing daily averages. Similarly, you will find sales managers who for entirely legitimate reasons are "traveling" their men in cars of the two thousand dollar type, attempting to defend their cost by the argument that in the long run these cars cost less to operate—a statement which in no instance have I been able to verify.

Perhaps the wildest of all figures of automotive costs which reach my desk come from our own salesmen who fall in love with some particular car and secure from some local agent figures to show that it can be operated at costs far less than those of our Fords and our Dodges. Elated, these salesmen send in these tabulations, pointing out that not only will they have greater comfort and pride in riding in a more expensive car, but that by so doing they will in addition cut down the costs of covering their territory. Usually it suffices to send back these absurd tabulations showing them such items as depreciation and interest on investment, which are included in our costs and omitted, along with many other items, in the estimates they have with childlike simplicity submitted to me.

Over a ten-year period, and with experience covering a substantial number of miles of actual road operation in every one of the fortyeight states, in cars costing from two thousand eight hundred and seventy-five dollars down to the

present-day low price level of the Ford coupé, there are certain outstanding truths which have been verified every time I have been able to secure carefully compiled cost tabulations from fellow sales man-

FIRST of all, in no section of the country has the automobile been so cheap a method of transportation as the railroad train, including Pullman, sleeper and bus charges. The average cost of operation, with us as with others whose costs have been carefully calculated, has ranged from as low as 0.059 per mile, including all the factors, to as high as 12.6 per mile, throwing out freak cases.

In the Ford groupings we have, over a period of a year, under ideal urban road conditions, and with carefully taught drivers and cars frequently inspected at our garages, kept coupé costs down to 0.045, including charges based on our own garage, our labor costs plus proper overhead, and management garage charges. On the other hand, these costs have crept up to eight cents a mile for Ford Tudor sedans operated during the months in which road conditions were at their worst. This was in States where road conditions at their worst means something undreamed of by the automobilist who has toured extensively, but not under conditions which

would appall anyone but a youngster trying to carve a sales career in the face of obstacles.

Our Dodge costs have run as low as 0.071 for the coupé, but the grand average—again excluding freaks due to accidents where indemnity was not secured and abuse of cars was beyond the normal abuse which is to be expected—has been 9.8 cents per mile, although in my collection I have cases involving several thousand cars which would ostensibly produce an average of 71/2 cents per mile for Dodge coupés. Our Dodge figures, by the way, include more Type B sedans than coupés. But all are closed models.

Our sales statistical department has determined over the ten-year period that it has cost us \$2.16 per day more for salesmen's transportation than would have been the case if these men had traveled by train, interurban and bus. This average includes cases in which, because of cars in the \$2,000-\$3,000 class, the mileage costs have been over twelve cents a mile. But these are comparatively few in number, although for that small number they have lifted the additional cost per day by \$4.00 to \$4.39.

Taking six typical territories, a circle of one hundred fifty miles around Kansas City, Mo.; a circle of one hundred miles around Fort

[CONTINUED ON PAGE 46]

## "Here Lies-

## By Ray Giles

ERE lies the body of a good advertisement. It was conceived through the love of thoroughness and in a spirit of eraftsmanship. Its period of gestation was attended by faithful care and constant watchfulness. It was born a beautiful infant without spot or blemish, and its parents and the relatives looked upon it with delight. Indeed it was all that a baby could be.

But before the doctor had latched his case or put on his coat he was called back. Anxiously the parents and relatives spoke to him. "He looks good," they admitted just a trifle grudgingly, "but—." There were quite a lot of "buts." "But -will be look as beautiful to others as he does to us?" "But—is he really as strong as he appears?" "But-wouldn't it be better if we had 7-pound twins instead of this 12-pound buster?" "Butcouldn't something be done to make him a blonde instead of a brunette? They are in fashion now."

Unfortunately here was a very wonderful baby and a very wonderful doctor. It all happened in Adland, you see, where miracles are everyday necessities. So the doctor stifled a sigh somewhere in his deep and luxuriant whiskers and resumed his labors. Deftly he painted the cheeks and slicked up the features here and there. Next he equipped the cooing infant with blacksmith's biceps. Then he severed the child quite in two, and by patting and puttering here and there, soon had quite a passable set of twins. Finally, through some bleaching process, he transformed the complexion from brunette to milky fairness.

The little miracle was set up on its booties and given the privilege of walking. But it just sort of squawked and toppled over. It was all very sad. We had so much hope for that baby. It was so promising, so fair, so looked forward to.

# What Happened to a Thousand Magazines?

By R. O. Eastman

OTHING is more deceiving than an average. You may be very sure of your average and have proved it by every tried and true statistical process. But if you know only what it is, and do not know why it is, or what it really means, it is very likely to lead you badly astray.

Take this question of how many magazines there are to a home. Various investigations have arrived at a general average of approximately three and one-half. And yet in some fifty thousand miles of traveling all over these United States interviewing people in the big cities, the small towns and out on the farms, our investigators have never yet found a single home that received three and one-half magazines.

Of course there are plenty of publications of fractional value, both to the reader and to the advertiser, but that doesn't figure in statistics.

"Now," as Gobbo said to his blind father, "I will try confusions on you." Here are some averages, perfectly sound averages, based on the tabulations of thousands of interviews in the actual homes covered by the National Advertising Survey in 188 cities and towns in 38 States: The average number of all kinds of magazines to the home was 3.39. But the average in those homes receiving magazines was 3.76. "modal" average was 3. The number of magazines in the average home (the median) was 4. But, again, the average number of magazines received in half of these homes was not 3.39 nor 3.76, but 2.26. While in the other half it was 5.33.

There are half a dozen different averages for you, all sound as a nut and quite useful figures, too—if you get what I mean.

But now let us get away from the juggling of averages and translate these same figures into understand-

Where the 1,000 Magazines Go

**B**ASED on a personal check-up of 23,469 copies, this article demonstrates that 1,000 magazines would reach 265 homes with an average of approximately 3.76 each, as follows:

Homes	Per Cent of 265	No. of Magazines per Home	Total Magazines
26	9.8	1	26
47	17.7	2	94
62	23.4	3	186
56	21.1	1	224
30	11.3	5	150
19	7.2	6	114
11	4.2	7	77
6	2.3	8	48
3	1.1	9	27
5	1.9	10	54
		or more	
265	100.0		1,000

The second column shows, by omitting the decimal point, the distribution of 1,000 homes with respect to number of magazines received

able and more significant facts.

We have before us the facts regarding 23,469 "copies" of magazines, highbrow and lowbrow and all the rest, from highbrow and lowbrow streets, in both highbrow and lowbrow cities and towns.

ET us take one thousand of these and see where they go.

First we find that they go into 265 homes—all kinds of homes in nearly as many different cities.

And it is still true that there is an average of approximately 3.76 copies to each of these homes. But that isn't the whole story by a long shot.

Now we follow 26 of these thousand magazines and find they go into 26 homes that get only that one magazine.

The next 94 go into 47 homes that get only two magazines.

And then the next 187 copies go into 62 homes that receive three magazines.

Already we have exhausted a little more than half our 265 homes and

have disposed of only 306 copies out of the thousand, or thirty-one per cent.

The next batch is a big one; the biggest, in fact, that we have to deliver. It consists of 224 copies, a little less than one-quarter of the lot, that go into the 56 homes receiving four copies each.

Now we have got rid of a little more than half of our magazines (530 copies) but we have covered nearly three-quarters (72 per cent) of our homes.

The next lot of 150 goes into 30 homes, with five each. And 114 go into 19 homes with seven each.

And so 90 per cent of our homes have used up 80 per cent of our magazines.

We are now calling on the nabobs who can afford to buy seven or more magazines whether they read them or

not. There are just 25 homes left and they take all the magazines we have left out of the thousand we started with, or 206 to be exact.

With the delivery of 54 copies to five homes that receive ten or more, we have finished our job.

Now those are not all the magazines these people get by any means. They are only the magazines they receive regularly or frequently—by subscription or by purchase of at least half the issues published. The occasional purchases are not counted.

The foregoing figures serve the double purpose of illustrating the kind of coverage that the advertiser gets in the numbers of homes reached, and the futility of attempting to give any such picture with a general average figure.

These facts are an incidental product of a recent advertising survey the main purpose of which was to provide a true picture of what magazines are read by different kinds of people (or market groups) or, conversely, what kinds of people are reached by the different individual magazines or combinations.

# Why Stick to Old Sales Ruts?

### By W. R. Hotchkin

TANDARDIZATION is an excellent principle in industry, but it means death in those commercial activities where the use of brains creates progress. Automatic machinery can successfully produce a Victrola or a Ford car, but crystallized sales methods would have stunted the development of both of them. Each of those organizations is eternally seeking new and broader outlets, and easier and more rapid selling methods.

A rut is a wonderfully restful thing—just like a railway track. It takes you just where you want to go, without any brain fag—provided that is where you want to go.

The world is full of men and businesses that are deep down in ruts, and many of them are quite happy in that security. Contentment is riches in itself; but it is a rare gift in American business men. It does not make any difference how much money they have; they always want more,

It is a fine thing to have a business so organized that it runs itself profitably without requiring any new ideas or changes in routine and methods. But it is a vastly finer and more thrilling thing to have new branches develop each year on the business tree and bring about growth and progress.

There is no business in the New World in which useful and wanted commodities are produced or purveyed, that is not capable of vast sales increase. And there are very few such businesses in which there do not exist large possibilities of developing new lines and additional channels of sale for present lines of goods. Every industry and every business should have periodic surveys, when every detail of the organization and its products will be thoroughly analyzed by eyes and minds that are not crystallized by old methods and markets.

"Listerine" might have been a quiet, standard product for conservative antiseptic use, for a hundred years just as it was for a couple of decades, if some inquisitive and progressive mind had not evolved "halitosis" and conceived the idea of using the fluid for a face tonic.

One of the first thrills that this



writer got in sales suggestions was when a famous dress lining manufacturer offered a prize of one hundred dollars for the best suggestion for increasing the sales of dress linings in the month of May.

THE prize was offered because the manufacturer was absolutely against the stone wall of dealer resistence. Why should the merchant buy new stocks of dress linings for May sales, when there were no May sales or June or July sales? Seeing his factory dead and his workers go off to other jobs, and finding it costly to hunt up the organization again, he asked the world to solve his problem. The only way that he knew was to buck the stone wall, and he had never been able to make any dent in it.

Naturally, lined dresses were not much yearned for in summer, even in those dear old days when every woman wore a two-pound corset, when every petticoat reached to the ground and was a rustling cascade of frills and ruffles, and every woman wore two or three of them, when it required ten yards of heavy cloth to make a woman's dress, and a pound of iron-clad binding edged the bottom of the skirt to stand the road wear.

To strive for the rich prize offered, this neophyte in sales promotion saw that deadly stone wall and

knew that he had to duck it, had to find some way around or over it. So he scratched his brain to discover some new use that might be made of dress linings in the warmer months, and there came forth the idea of creating a fad for porch cushions, made of bright-colored linings, on which would be applied cutout flowers and figures in sharply contrasted colors. Stores were advised to offer prizes for the best designs, and window displays and local fame for those who made artistic cushions. Thus big business was created for those dead departments, simply by discovering and exploiting a new use for the commodity.

Dr. Ruseell Conwell won world fame by his discovery and exploitation of "acres of diamonds" right under everybody's feet, and millions of dollars may today be found in the regular products of scores of factories, by the simple means of discovering new uses for present products, by evolving by-products that will increase and broaden the market, as well as by largely extending the present market for staple goods by teaching new thousands, or millions, of people to feel the need of and develop the desire for the things that these products will accomplish for them.

There is too much money spent in exploiting goods; too little realization that people do not buy goods. The only things that people buy are the satisfying of heart's desires and the things that supply human needs. It is a very slow job creating desire for baking powder because the grapes from which the essential element is made come from Spain, where the soil is richer in iron, or some other ingredient. What the world is looking for is something that will put the kick of light and delicious wholesomeness into griddlecakes, layer cakes, pies, and into those biscuits that will not fall down and break the plate when father's hand slips while he is spreading the butter.

Vast numbers of fine products are wending their hum-drum way down the slow streams of commerce because they have mismeasured their market by the sluggish demands allowed to remain dormant.

[CONTINUED ON PAGE 50]

## No More Hard Times

### By Kenneth M. Goode

WISE king of Semimoronia. observing traffic always slowed up at street corners, cut off all Whenthe corners. ever two streets crossed, each driver got a clear view of all dangers in every direction. Then the good king ordered his officers to shoot on the spot any driver who hesitated without cause.

This idea worked so well with traffic that the wise old monarch decided to carry it into business. He appointed a Board-to-Keep-Business-Moving. All the neighboring kings had boards to report how business had been and to guess how it might be; but none to keep it being as it was.

An adjoining state had a Boardof-Mourning to lament publicly when business was good because it was soon going to be so bad. Another nearby government had a Viewwith-Alarm-Board to deprecate any new business tendencies that did not conform to the old standards and to distrust all old standards that did not conform to new business tendencies. But only Semimoronia had a Board-to-Keep-Business-Good.

From the most intelligent, the most enterprising and the most successful in all Semimoronia this new board was chosen. It had fourteen each the unquestioned members. leader in his own profession:

An advertising agent; a banker; a city editor; a civil engineer; a country merchant; a department store owner; a mail order expert: a five-and-ten-cent storekeeper; a fashion expert; a manufacturer; a motion picture director; a practical politician; a psychologist; a theatrical producer.

The chairman was the nation's



(c) Brown Bros.

THE numerous business and financial reports which exist L today have stripped the Stock Market of its former fame as a barometer of trade. While these thousands of advance warnings will not be able to keep business good, they should prevent its ever becoming very bad. We are now at the very peak of prosperity. How long we stay there depends upon our own intelligence, for panies exist largely in the public mind

> the king gave many powers but few instructions.

> "Here chief," said the good king. "you are a Chinese doctor, paid to keep your patient well. Business is good. You keep it good. Show us how to keep it good. Don't tell us when business is bad. That's one thing we can tell for ourselves. If we happen to overlook it for a couple of days, go slow on the crêpe!

> ON'T tell us business is going to be bad; we'll find that out soon enough. Let us enjoy our prosperity while it lasts. Don't tell us that the outlook is uncertain—that's no news! Forget 1923 and 1913, 1903 and 1893; keep your eye on what's coming!

"Go easy on statistics! They mean nothing to seven men out of ten — and three entirely different things to the other three. the people; find out what they want. Never mind why they want it! That's their business. Our business is to find what they want and sell most famous sales manager. To him it to them. See how near our business men come to sticking to their own business.

"Another thing: don't bother about the past. It's almost too late for the pres-Watch the fuent! ture. Tell each of us what he must do to keep business good!"

The new board did just that. It used figures only to figure with, and bothered only with the buying ideas of the population.

When women finally got to wearing bath towels as a sport costume, the Board had already warned both the woolen manufacturers and the towel makers what to expect. More important still, they had well underway a movement to coax them to add artificial flowers and a lot of

fashionable and profitable expensive perfumery.

Eight months before the automobile makers of Semimoronia reached the famous saturation point, the Board had solved the used car problem and increased gasoline consumption by showing the farmers and housekeepers how to utilize the cast-off motors in rowboats, as farm and household machinery.

The building industry was supported by placing all government and state contracts as a cushion just under the current market prices, keeping enough huge public operations in suspense to assure always a job to any man who wished to The installment trade the Board stabilized by having the great insurance houses and the local retail men in every community unite to organize a national clearing house of credit information and, with a good profit, to insure every installment purchase at the expense of the buyer.

Thus did the good King of Semimoronia give his nation every day the same sort of constructive imagination that John Wanamaker or James J. Hill or Henry Ford used in building their own businesses.

And so there were no more Hard Times.

Seven-tenths of all bad business and nine-tenths of all good business exist entirely in the public mind. Six per cent variation, one way or the other, off the normal trade covers the whole difference between business done in Hard Times and Prosperity. Business talked is another thing. The only cause of a panic is the discovery that something is not so safe as everybody thought a few moments earlier. Then all try to get out at once. Everybody knows that. Yet it doesn't seem so far to have occurred to anybody that, by its very nature, you can't have a panic—business or otherwise—except through the element of surprise.

History fairly bristles with ambuscades, midnight sorties and surprise attacks. But in the whole history of the world there is no record of a successful surprise when half the army was doing outpost duty, with pickets, observers, sentinels, videttes, listening posts, scouts, and skirmishers fairly fighting each other for vantage points from which to glimpse the approaching enemy at the earliest moment and sound the

In the days before every bootblack based his future operations on U. S. Steel's unfilled orders, a man equipped with sound ideas and lots of energy, located in any fair market, went ahead in his own business about in proportion as he was willing to work. He was far too busy with his own ups and downs to bother about what happened in distant communities. In these days when millions watch for the stock market's closing figures, every man on Main Street gets, each day, more news than Garfield's Secretary of the Treasury got in a month; and the man in Wall Street gets more in a month than Garfield's Secretary of the Treasury ever got.

However, the penalty for knowing everything is knowing too much. Where we once needed to worry only about Peoria, we now have

> Budapest. Where we once had to worry only whether Bill Smith would pay his last

note, we now have to consider the exchange rate of the pound and the Lithuanian mark. Where once by watching the crops ripen along the roadside we could gage very nicely the coming season, we now have to wait for detailed

analyses of business conditions in each individual city.

All this information is supposed to speed up business. As a matter of fact, it works mostly in the opposite direction. As a brake on business enterprise for the average man, the statistical forecast of trade prospects ranks second not even to the Conference.

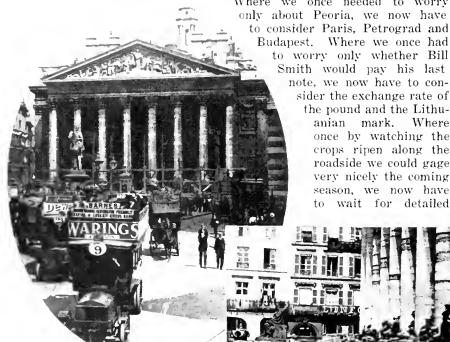
This is no reflection on the forecasts themselves. The better they are, the more powerfully they brake. And it applies all the way up to the magnificent Federal Reserve Bank The reason is simple reports. enough. There are, roughly speaking, only three things "business" can do:

- (1) Business can be better.
- (2) Business can be worse.
- (3) Business can stay the same.

On signal Number 2, obviously, nobody is going ahead. When signs show business is threatening to be "worse," each business man, unconsciously but surely, immediately does everything in his power to make it as bad as possible as soon as possible. He throws over his advertising, pulls in his salesmen, slows down his factory, and stops spending money. The only reason a business panic doesn't spread as fast as a fire panic in a motion picture theater is that industry is too overorganized for equally instantaneous individual action. It cannot respond as promptly as it would like to the receipt of bad news.

Now for Number 3: When the business remains the "same." it must either be the "same" slow business or the "same" good business. If it is the same slow business, gen-

[CONTINUED ON PAGE 58]



C Underwood & Underwood

WHERE once we needed to worry only about Peoria. now we have to consider the health of the pound sterling and the latest relapse of the unhappy franc. Once the excitement of these French brokers would have been of merely casual interest; today the entire world is unwillingly involved in their highly intricate problem



# 1905–1925 Brought Production Efficiency. What Will Come Next?

### By Walter Mann

SIGNAL development of the next twenty years will be astounding increases in both selling and advertising efficiency, and the elimination of what will then be regarded as the stupendous waste of the previous double-decade.

Not that there will be any less advertising money spent. There will doubtless be more. But there will be a merciless searching out, and a tying up of wasteful "loose ends," which will keep our market basket from losing half the groceries in the delivery

When we look back at the myriad production wastes of the previous generation, and the way in which they were conquered, we are led to hope and to know that our decade too will make a valuable contribution to modern business progress. And since we know the direction in which the progress is to be made; i.e. sales and advertising efficiency, the battle is half-won before we start.

One of the most fascinating and least dangerous pastimes in modern business is that of peering into the future.

Almost every predictor recognizes his very fortunate position in this age of quickly forgotten facts. If his forecasts turn out to have been correct, he can remind his public that it was he who so vociferously pointed with pride or viewed with alarm. If he was wrong, he merely says nothing, and the world goes on quite satisfactorily.

The statement that the bulk of the attention toward improvement will be in the direction of sales and advertising is based on the great opportunities and the need for improvement in those activities. Advertising and merchandising have developed greatly. Advertising has made rapid strides. But its wastes, through guesswork, through prodigality, and through skimming only the top-cream, are typical of a new and very rich industry.

It is the purpose of this article, after having discussed present conditions, to point out a few of the



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directions in which the tying up of the present day loose ends of advertising and merchandising might develop.

First, however, let us trace our present selling situation back to its first causes. Paradoxical as it seems, we find the direct first cause to be the progress of the previous generation along lines of production efficiency. For, whereas the new production methods gave low unit cost, they did so only under constantly sustained volume production.

SHORTAGE of labor, that earlier bugaboo of manufacturing, demanded real production efficiency (through the substitution of machines for men) and got it. Whereupon the question was, "All right, now that we've got it, what are we going to do with it? We must keep up markets in proportion with the production, or the progress of the previous twenty years will have been in vain."

And then the war broke in, needing every ounce of production that the country could provide, and more. Our recently gained production effi-

ciency experience now stood us in good stead. Women could tend many of the machines as well as men, which released men for the other side. At the same time the mechanical production of the country was practically doubled; and goods fairly poured out to all the markets of the world.

Suddenly the war was over, and the men began to come back. Many of the women stayed in their jobs, and it was necessary to find places for the men besides. This required more and more markets, with many of the European countries now making their own goods, and competing on a labor scale that we could never meet.

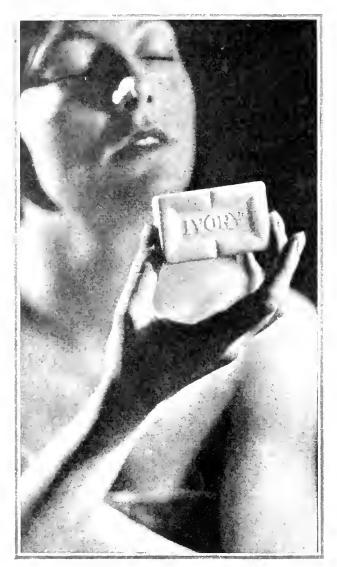
The war period, and directly after, was for America a manufacturing and selling orgy.

gentleman DeWolff Like the Hopper used to sing about, we had an "elephant on our hands." this production pachyderm's daily cry was for "still more hay." Sales departments strained themselves: advertising men planned new uses for old products and found additional uses for new ones. And still the cry was "more hay." His appetite moreover, was daily being augmented by such factors as the shrinkage of the size of the average family, and the sterility of the second-generation foreign-born population; to say nothing of restricted immigration, and the unthinking addition of new production capacity on the slightest provocation, by manufacturers who never stopped to wonder where more markets were going to come from for them.

And then, just when it seemed that we were really up against it, in spite of all our plans, our market studies and our advertising efforts, a miracle occurred! The baby elephant right in the middle of a shriek for more hay, found a "pacifier" all his own; in the form of an increased family buying power of unheard of proportions.

How this family buying power had increased, since 1915, so that there has never been another serious gen-

[CONTINUED ON PAGE 42]









THERE was a time when lvory Soap, in spite of its statistical purity, or possibly because of it, floated meekly in basement laundry tubs. Now the familiar adjunct toward godliness has entered the bouldoir. It is highly probable that this series of aristocratic soap clasping hands has boosted the social climber on its slippery path, for of late such help has been given by advertising. And with conspicuous success

## A \$200 Investment

#### A Small Sum Spent on Tours of Inspection Will Pay High Dividends

### By Henry Albert

HE executive is in constant peril of growing narrow. His very success in supervision permits the sly creeping in of fogginess as to his industry as a whole.

More and more his contact with the business falls into conferences with employees and into written reports. That wealth of personal contact, which probably contributed to his success, gets "dieted out by conferences and two-dollar lunches" until it is but a lean memory. He loses -or at least is in risk of losing-an occasional jarring of opinions, the criticism of an angry customer. He is in great danger of altogether missing the advancing strides of competitors and, equally vital for his company's welfare, a grasp of the weak and strong points of his own product in the eyes of those who buy it.

Golf and city cronies will not supply the lack. Men as the years mount tend to associate more with persons of their own type. They see less of the rough and tumble encounters of those earlier years when the day's work was "on shoe leather."

"Every year I buy a railroad ticket about two yards long," is a remark that characterizes one of the most vigorous managers known to me. A trip from coast to coast insures the food product for which he is responsible against lagging behind its rivals. He is not content with a busy week at trade conventions. He is satisfied only when he has measured at first hand the place of his product in the diverse markets of the United States.

This need of getting out over the territory does not apply only to the sales manager. The factory manager in charge of production benefits by an occasional jolt; as does also the engineer in charge of design. The New England mill manager gets a revelation of factory methods when he speneds a week in the Georgia cotton mills, a revelation of the dollar-value of daylight, temperature, climate and living standards. No amount of printed

information and no special report of a lieutenant can yield the vividness of what a manager can see and hear by making such a trip. It brings forcibly to his attention features of competitive manufacturing that deserve adoption for their cost-of-production value. The manager will likewise gain a new sense of his own advantages.

Any factory contemplating a new product or an adaptation of a product for a new market ought not to overlook a \$200 investment in travel for the manager. By this is not meant a three-day trip to Chicago on a twenty-hour train; going from club car to club room, never thrusting head above the smoke haze of cigars. It does mean, on the contrary, spending two weeks along with that two hundred dollars; possibly not five hundred miles from home, but with a choice of cities with reference to rival factories. If, as an example, radio makers had had the wit to invest their first money in factory inspections of existing plants, there would have been fortysix less failures in 1926 than occurred. For even an inexperienced man would have seen the futility of trying to cope with the established, well-financed makers, unless he, also, were assured of like equipment.

MAN who last winter organized A a company to manufacture washing-machines had no difficulty in securing subscriptions for the initial capital, but he did meet a setback when one experienced friend persuaded him to spend two days at each of three established factories. The friend insisted that one day should be given to intimate interviews with manufacturer's sales department. The second day was to be given to the factory lay-out and manufacturing methods but with "not less than half the day with the servicing, repair and complaint departments." The prescription was followed. The subscribers were relieved of their promises with the explanation:

"I thought I could break into the business. I did not know enough about it, but I've taken a job with the biggest manufacturer in the field and next year you'll hear from me again."

Another "Don't." If the proposed trip of education is to be floated on whiskey, you had better save the money to begin with. Easy-flowing joviality may be countenanced at a sales convention of your own, or condoned at a trade convention, but when going on a business scouting trip the thing most requisite is a clear brain. Addled wits prevent careful observation.

AKANSAS CITY customer of a famous New England manufacturer registered the complaint that "they're like all New England factories—they can't see beyond the Alleghanies. Tell them to send their manager out here for a day to get our point of view on their methods." A similar criticism was encountered the very next day at St. Louis, with the result that the company's president agreed to a recommendation that the first \$1,000 for the new plan should be expended in sending the general sales manager on a trip beyond the Mississippi River.

The Kansas City customer was met some two years afterwards. He was asked about the incident. Indignantly he flung forth:

"Yes, he came. But it did no good. I have a worse opinion of the company than before, and have actually quit them. Mr. B stopped off at Chicago for a few days with their agency, and when he got to K. C. he was too soused to talk sense. He probably took the trip to mean a week on Broadway, all expense paid."

No. A \$200 investment of "company money" rightly made never fails to produce results. The sales manager may use it, or the production manager, or the designing engineer, or the president himself. Better still, all may wisely use such a sum each year. But the hours of the trip must be circumscribed with

[CONTINUED ON PAGE 72]

# Industrial Losses and Advertising

By H. S. Wallace

THESE are days when men of keener vision are at the helm of industries; men who are better analysts, who do less traditional business thinking and who are not afraid of new policies. The other kind, in large numbers, were "shaken out" during the deflation years.

Perhaps the greatest single concrete evidence of advance in this respect is the manner in which industry today is not afraid to reduce or "pass" dividends, while at the same time it keeps up advertising pressure. The old familiar method was to cut down advertising or, even more notoriously, to cut it out altogether as soon as storm clouds appeared in business.

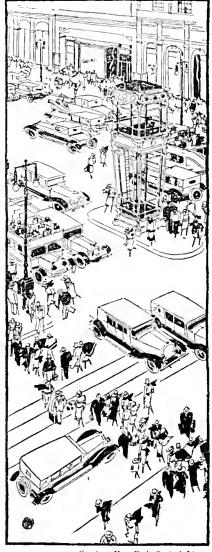
This method has only human, but not logical, reasons to defend it. The old type of president, afraid of his job and dreading the ire of a board of directors, cut vigorously into his advertising appropriation, and kept up the dividends at all costs. The directors and stockholders were happy, for their eyes were usually glued upon the dividends and not upon the development of the busi-Their horizon was too often interfered with by greed, and their truckling president knew how to please them.

But presidents of live corporations are today not so frequently of the truckling kind. They are more courageous. Many boards of directors are no longer composed solely of bankers with only a moneyconserving, dividend-desiring stinct.

An interesting current case in point is Armour & Company. Commenting on the recent passing of the Class A stock dividend, President F. Edson White says:

"Our stockholders are probably well aware that our South American business has not been productive of earnings such as we normally expect from that source. Our investment there is large, and when we run into an unprofitable period, as is inevitable now and then, it is merely the part of wisdom to let that fact be reflected in our common stock dividend.

"Probably the greatest sin of big business is its habit of concealing its losses when they occur-and



Courtesy New York Central Lines

they do occur in every industry with which I am familiar. Concealment of them leads to the belief that big business controls the law of supply and demand instead of being controlled by it. I am aware that we have something to lose in the way of prestige through omission of a quarterly dividend on our common stock, but I believe that we will make a commensurate gain through the frank statement that while our business is now on a profitable basis, the losses which we sustained early in the year called for a conservation of resources through the passing of dividends on our common stock.'

annihilating its advertising campaigns; in fact it is adopting a typically modern policy in its soap department. It has for years sold a number of soaps, no one of which took much of a hold on the consumer, and no one of which was thoroughly well advertised. Some of the old brands used a number of minor and miscellaneous advertising methods, but they did not use the hard-hitting, accepted tool of periodical advertising with any strength. Now the entire soap policy is to be reorganized; the miscellany of brands eliminated; and a powerful concentration focused on "Dona Castile," a new soap with plenty of consumer advertising. Ordinarily among the old-time companies so new and aggressive an advertising development could not be planned at a time when dividends were being passed. But Mr. F. Edson White is not the old type of president; and, besides, he has grown to his position through advertising experience.

NOTHER company is in some-Athing of the same position: the Glidden Company, paint manufacturers. The earnings for the six months ending on April 30th fell below the dividend requirements; despite some success with its new "Lacq," a competitor to Duco-the new DuPont paint which has set the paint world by the ears. There is now doubt whether the quarterly dividend of fifty cents a share on the junior Glidden stock issue will be paid, and the price of the stock reflects this doubt.

Yet selling and advertising expenditures have been heavily increased; this fact now being used in modern banking circles as a "bull" argument for the stock. Ten or twenty years ago it would have been a "bear" argument, for the old point of view among financial men and investors would have insisted on regarding it as a sign of mismanagement. Today it is regarded as entirely logical. When the load is heavy, apply more steam. It is the simplest of all rules of mechanics; but it has only recently been grasped or accepted in respect to advertising by the world of business.

One has only to look backward Yet Armour & Company is not to the days of the American Chicle

[CONTINUED ON PAGE 48]

## THE · EDITORIAL · PAGE

#### A Crusade for the Electrical Industry

A CURRENT General Electric advertisement features this thought-provoking statement: "Any woman who does anything which a little electric motor can do is working for three cents an hour."

This is no mere copy line; it is a fundamental conception, as fundamental as electrical service itself.

We could wish that the General Electric Company would contribute this simple statement to the industry as the slogan for a new crusade, a crusade similar to that being conducted by the paint and varnish interest with its "Save the surface and you save all"; and that the electrical industry would adopt it and use it to further the utilization of electrical energy in the home.

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#### Chain Store Becomes National Advertiser

THE huge Atlantic & Pacific Tea Co., which before the end of the year will probably have 20,000 stores, is to become a national advertiser, using magazines. An increase of \$500,000 in advertising appropriation has been made for the purpose, and we shall soon see the entirely unique sight of grocery chain store advertising in staid national magazines of national circulation. A. & P. have, of course, long been heavy users of local newspaper space, which will continue.

This is something of the same kind of revolution as the coming of Woolworth Stores on Fifth Avenue; because it is an upward step by chain stores in dignity and stability. It is even more than this: it is a recognition of the value of general consumer reputation, on a par with that desired and attained by the manufacturer whose goods the chain sells. It is well known that the chain store has of recent years constantly grown in appreciation of the superior attraction, turnover and profit in trademarked, nationally advertised goods.

A. & P. advertising in the magazines represents the apex of an evolution as an advertiser which started with window displays, spread to hand-bills, widened to newspaper advertising, and now to consistent general advertising on a national scale.

There will unquestionably be other chain national advertisers before long.

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#### Dropping the Private Brand Mask

ON July 1 a million-dollar corporation, the Banley Products Corporation, succeeded a wholesale grocery business operated for some time in Brooklyn. which had sold Banley products as a private—brand line under that name. Henceforth there will be no more wholesaling.

The only importance in this news is that there is illustrated in it a sane recognition of the fact that manufacturing is manufacturing and wholesaling is wholesaling. The functions do not mix, and become perverted when they are mixed. Much of the difficulty in modern times with distributors has been due to the

private brand jobber who by mixing the two put sand in the gears of distribution.

If a wholesaler fancies the manufacturing business he should go into it, and get out of wholesaling. That is a perfectly clean and sound business move. But to utilize his situation as a distributor to palm off goods manufactured on contract for him, for the obvious purpose of profit only, is to both mislead the public and pervert his function as a bona fide distributor. It is of a piece with those who have claimed the name "Jones Woollen Mills," when they owned no woollen mills at all. This has only recently been put under the ban; as have also other similar misrepresentations. The private brand is not a fraud, but it is anomaly and an obstruction to correct functioning in distribution.

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#### Just Plain Business

POR the second time within two years ADVERTISING AND SELLING has lost the patronage of an advertiser, and one using a very generous schedule, because it has published an article setting forth the truth about a market.

While we naturally greatly regret the loss of this valuable advertising patronage, we believe our advertisers, as well as our readers, will prefer that we continue to edit honestly. We know no other or better way to build a resultful medium.

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#### Salesmanship that Builds

It has been well said that everything a business does is advertising. In a sense, everything a business does is selling, too.

We are reminded of this by an announcement recently sent out by the Post Products Company, Inc., addressed "to the wholesale grocers of America."

This company, which as our readers doubtless know is a consolidation of Iglehart Brothers and the Jell-O Company, with the Postum Cereal Company, is to put into effect a new selling plan on September 1. It will discontinue the practice of distributing through brokers and will supply the jobbing trade from its own branches.

The Post Products Company has no further use for the broker, yet it has perspicacity enough to avoid the mistake which has been made by several large companies of turning its back on the broker with cold indifference. In its announcement it states, "We appreciate fully the loyal support and splendid cooperation we have enjoyed from brokers and it is with regret that we sever our business connections with so many of our mutual friends."

It is the failure of large businesses to realize the importance of just such gracious touches as this that brands them as soulless corporations. It is the salesmanship in such paragraphs that builds a great business into a greater one.

# Can Industrial Copy Be Syndicated to Different Industrial Markets?

### By R. Bigelow Lockwood

ANY a promising sales cam- varied, and their individual characpaign appealing to the general public has been wrecked in the early days of its existence simply because mass appeal has held out a lure of profits which, in the cold light of actual conditions, could never by any chance be realized.

The temptation to group great masses of people as sales prospects is strong until the searchlight of clear analysis is thrown, first upon the possible saturation point of the product as regards possibilities for use, and second upon the financial ability of mass prospects to buy. When these factors are once carefully studied it will often be found that the first flush of enthusiasm must be tempered by a saner appreciation of the real size of the market under serious consideration.

The problem of mass appeal is present in every sales campaign. In the case of many products appealing to the general public the mass market is apparent, Usually such products are those which share their popularity with men and women, and in addition are low, or at least reasonable, in price. At one end of the scale might be mentioned chewing gum, cheap in cost and universal in popularity, while at the other are found products as radios. Commodities such as these are within the reach of everybody; the interest in them is common property and the mass appeal in sales attack and advertising copy is unquestioned.

It is when one begins to analyze industrial markets that the value of a close study of copy and its effect on different iudustrial groups, becomes strongly apparent. Industrial markets are so

teristics so distinctive, that the question of syndicating copy to different industrial markets resolves itself into a subject deserving the closest study.

By way of illustration let us take six men in the industrial market, each of whom is employed in a different industrial group, but all having within their grasp the direct responsibility for buying the tools which their particular branch of industry needs: machinery, materials, equipment and supplies.

Away from business these men have more or less common buying habits. They are individually and collectively in the market for such things as tooth paste, radios, clothing, merchandise for the home. and the innumerable articles of necessity and luxury which are common in interest to all. Once they take up their daily tasks, however, their paths separate and they no longer are influenced by the same motives or needs in their buying. One holds a position as superintendent in a coal mine. His neighbor is the works manager of a large machine shop. The third is an electric railway executive, and the remaining three are employed in a production executive capacity in the following industries: a textile mill, a power plant and a food products company.

To what extent syndicated copy may be directed toward these men by a manufacturer of a technical product is influenced by the extent to which the product is used in the various industries represented—and herein lies one of the first principles

of market analysis. The penetration of a product into industry must be studied from every angle that touches its use and adoption. The character of that product must be clearly defined, Industries must be weighed as to their relative importance as markets, and classified into primary and secondary groups. Possibilities for use in industries not listed as users should be studied with a view toward the expansion of business into new fields.

Returning to the six men whom we have set aside as possible buyers for whatever product we may have in mind, we find that we cannot jump to the conclusion that they can be sold en masse.

Should we jump hastily and approach them as a buying group for any particular product, we may find that we are knocking on three cylinders.

If we assume that a product is represented by



 ${
m M}^{
m ASS}$  appeal in general mediums will sell these men-shaving cream and radio sets, but industrially they are interested in generating and dispatching central power station loads. Advertising copy that deals specifically with the problems of their industry strikes a chord which would fail to vibrate were the same copy directed toward a similar group of coal mining production executives whose very language would be different

BRUCE BARTON

ROY S. DURSTINE

ALEX F. OSBORN

## Barton, Durstine ® Osborn

INCORPORATED

 $\mathcal{A}_N$  advertising agency of about one hundred and ninety people among whom are these account executives and department heads

Mary L. Alexander Joseph Alger John D. Anderson Kenneth Andrews J. A. Archbald, jr. R. P. Bagg W. R. Baker, jr. F. T. Baldwin Bruce Barton Robert Barton Carl Burger G: Kane Campbell H. G. Canda A. D. Chiquoine, jr. Margaret Crane Thoreau Cronyn I. Davis Danforth Webster David C. L. Davis Rowland Davis -Ernest Donohue B. C. Duffy Roy S. Durstine Harriet Elias George O. Everett G. G. Flory K. D. Frankenstein R. C. Gellert B. E. Giffen Geo. F. Gouge Gilson B. Gray E. Dorothy Greig Mabel P. Hanford Chester E. Haring

F. W. Hatch Boynton Hayward Roland Hintermeister P. M. Hollister F. G. Hubbard Matthew Hufnagel Gustave E. Hult S. P. Irvin Charles D. Kaiser R. N. King D. P. Kingston A. D. Lehmann Charles J. Lumb Wm. C. Magee Carolyn T. March Elmer Mason Frank J. McCullough Frank W. McGuirk Allyn B. McIntire E. J. McLaughlin Walter G. Miller Alex F. Osborn Leslie S. Pearl T. Arnold Rau Paul J. Senft Irene Smith I. Burton Stevens William M. Strong A. A. Trenchard Charles Wadsworth D. B. Wheeler George W. Winter C. S. Woolley J. H. Wright

BP

NEW YORK 383 MADISON AVENUE

BOSTON 30 NEWBURY STREET

BUFFALO 220 DELAWARE AVENUE

Member American Association of Advertising Agencies Member Audit Bureau of Circulations Member National Outdoor Advertising Bureau a horizontal line, and if we draw this ness they possess many common line straight across the buying structure of industry, we will find that our line touches certain groups and misses others. And the nature of the product governs the relative proportions of the industries that are hit and missed.

By way of example, electric motors will touch many industries because their industrial application is so wide. An undercutter, on the other hand, is a piece of coal mining equipment, whose use is limited strictly to the coal mining industry. Valves, lubricants, packing and other products and material that constitute general supplies seep through industry in general, although careful investigation will always disclose for any product its major markets.

Group appeal, applied to industrial selling, is governed by an entirely different set of standards from general public marketing, and not the least important is the advertising copy.

Using again our six men in industry, we find, upon personal analysis, that away from their busicharacteristics and similar buying habits. With slight variations due to individual traits and responsibilities their homes are all on the same order. Probably each owns a car, enjoys radio and likes to fuss in the garden.

The things they buy are very similar and, as we may assume them to be normal human beings and good citizens, it is possible to strike a general note in advertising copy calculated to influence all.

But when it comes to industrial buying, the copy appeal is different because each thinks in terms of the application of the equipment advertised to his industry. For this reason, except in certain cases which will be mentioned later, it is not good policy to syndicate the same piece of copy to different industrial

The industrial buyer, regardless of his industry, looks first of all for production data in advertising copy. It is obvious that the production data supplied by the manufacturer should mesh with the specific problems of the industry to which the advertising is directed. Thus, while the use of electric motors may have a broad coverage through industry in general, the specific use to which motors are put are different according to the industry in which they are used.

The logical procedure is thus selfevident. Not only must product penetration into industrial markets be carefully charted, but the particular problems of each industry must be studied; the copy appeal dealing specifically with the ability of the product advertised to solve these problems—which automatically eliminates syndicated copy.

And we can go still deeper if we would strengthen our copy and tie it closer to each industry addressed, for every industry has its own jargon; terms and expressions that it has collected and woven into its own language.

Familiarity with such terms helps to lift advertising copy out of a group appeal and goes a long way toward inspiring confidence in the message.

A year ago, when the Inter-[CONTINUED ON PAGE 51]

## When Will It Be 3½ Out of 5?

## By Harry Varley

OR years it has been 4 out of 5. Yet millions of tubes of Forhan's (and other good tooth pastes) have been sold. How many users they must have! Surely these. laid end-to-end, should change that "4 out of 5." If not, what good is Forhan's?

I do not believe that the proportion of people in grave danger from pyorrhea is 4 out of 5. Neither do I believe that every batch of lvory Soap is 99.44 per cent pure. Surely the Ivory Soap makers in their everlasting hunt for purity have been able in all these years to cut down a little bit of a per cent of impurity that crept into their product in the old days.

No! Forhan's "4 out of 5" was an advertising idea that sprang into life warm and full-blooded. It was born of a time which has passed. It lived, waxed strong, and now is in danger of slow mortification by a process of senile decay. It has become a fetish. How else could a car card advertisement be written

"Forhan's for the gums. Four out of five" so that readers, especially new readers, could not possibly tell whether Forhan's was a gum drop, a tooth brush, a mouth-wash or a breath-tablet.

The nature of some advertising appeals is such that they have a limited life. When they become too old or die, the advertiser hates to bury them because of the good they did when they were young and vigorous. Worn-out appeals, no matter how loudly they are thundered, fall on deaf ears. The people who live at Niagara do not hear the

WHEN should an advertiser change? If sales are good and he is making a profit isn't it foolish to change the advertising? No! We don't suppose Listerine was losing money when the invoking of halitosis multiplied sales. Any man has brains and courage enough to change when he sees plainly that he is on the road to failure. It takes bravery with no more information than and foresight to make a change

when things are going fairly well. But that is the time for experiment. Don't wait to operate until the patient is on his death-bed.

When should an advertiser change? When people no longer read or believe what he says; when a new idea will give him more readers and more believers; when his essential story. the facts about his product or its use, can be put into additional millions of minds through the avenue of a new idea.

Good enough is seldom good The hood on the old enough. Franklin automobile was good enough from the manufacturer's point of view. What a difference it made in sales when somebody with courage and gumption changed it.

Changing the form of advertising (not mail-order) seldom if ever means the difference between failure and success. These are inherent in the product, the need for the product and the organization making and selling it. Advertising often makes the difference between some success

## CollegeHumor

Announces a readjustment of black and white advertising rate.

- ¶ Effective November 1, 1926, (January, 1927 issue) the new rate will be \$2.50 per line −\$1070. per page.
- ¶ Orders with definite schedules will be accepted until November first at present rate.

## CollegeHumor

B. F. Provandie, Advertising Director 1050 NORTH LA SALLE STREET CHICAGO

SCOTT H. BOWEN, Eastern Mgr. 250 Park Avenue, NEW YORK

GORDON SIMPSON, Representative Chapman Bldg., LOS ANGELES, CAL.

# American Salesmanship Wins Success Abroad

### By Dr. Julius Klein

HE fiscal year just closed brought once more into striking relief the rapid growth in American exports of manufactured goods, and the immense importance of foreign sales of this class as a stabilizer in our total foreign trade as well as in our domestic industry.

Exports of finished manufactures increased as compared with the preceding fiscal year by no less than sixteen per cent. They were sixty per cent greater than in 1921-1922, only four years back. They were nearly three times as great in value as in the five year period before the War. Even after allowing for higher prices they were more than double the pre-war average.

This tremendous growth reflects the ever rising efficiency of American industry and the energy and intelligence of American salesmanship in foreign markets.

The American manufacturer has evidently disposed of sundry tattered scarecrows which used to startle his timid predecessors as they ventured along the strange paths of export. He no longer turns back at vague warnings regarding "slipshod American packing," "inadequate credits," "inexperienced export technique," or "inferior foreign trade financing."

These threadbare bugaboos have been most effectively dispelled by the uninterrupted expansion of the overseas markets for our manufactures. Regardless of depreciated European currencies and low wages-in fact, partly because of the low standards of living which they imply—the intelligence and resourceful adaptability of the American manufacturer, backed by a firm policy as to quality in goods and services as against cut prices, have made a place overseas for American fabricated wares which bids fair to continue its steady growth.

Quite evidently the manufacturing exporter is making rapid headway with such troublesome problems as the selection of adequate agents abroad, the planning of specialized advertising campaigns through the aid of export advertising experts,



(c) Harrls & Ewing

Dr. Julius Klein
Director, Bureau of Foreign and Domestic
Commerce

and the skilled analysis of foreign markets. These details are now giving him quite as much concern in his foreign plans as they have long commanded in our domestic trade.

The rapidity of this progress in our manufactured exports should certainly not stimulate any smug complacency on our part. Success in foreign trade has always been contingent upon resourceful vigilance, and with the continued economic uncertainties of Europe, and in view of their far flung reactions, this is emphatically the time for alert watchfulness on the part of our merchants and manufacturers.

TOR can it be said that we are simply filling the vacancy left by the continued absence of European wares from certain overseas markets. Our leading European rivals are making rapid strides in the recovery of their overseas trade, and an analysis of these figures for 1925-26 will show that there is comparatively little in our progress which is likely to impede their own.

Ours is very largely a trade in

products which are either based upon our predominance in necessary raw material supplies or in the production of certain specialties of types and grades distinctly different from those which could be shipped abroad in any quantity even by a restored Europe.

Far from menacing the future of our manufactured exports there is absolutely no question but that the recovery of Europe implies several vital economic elements in favor of our trade in fabricated wares. careful analysis of the experience of our exports of these lines during the last six years in certain selected markets in the Far East and Latin America brings out clearly the fact that the expansion of these particular outlets varies directly with the growth of the European demand for raw materials produced in those countries. For example, our sales of automobiles in the Argentine, which in 1925 amounted to \$30,057,958, have been directly stimulated by the steady recovery of European demand Argentine meat, wool, and cereals.

As has been frequently pointed out, there will, of course, be some rivalry between American and European manufactures. This is already evident in textiles and in some lines of iron and steel products, but the actually competitive items among these represent a relatively small percentage of our total fabricated exports. And even within these groups there are various grades which are by no means in conflict. For instance, England's exports of cottons have practically reached their pre-war quantities in several Latin American countries but this has by no means prevented the doubling and even trebling of our textile sales in those same markets because of the growth of an entirely new demand for specialized American qualities and lines.

In other words, many of these overseas markets have vast possibilities for the expansion of their purchasing power, with consequent increasing demand for the latest

[CONTINUED ON PAGE 62]

# Now ROTOGRAVURE!



#### Experienced editorship

The News was the first and is the most successful of all current pictorial tabloid newspapers.

#### The world's finest pictures

From the crack staff of The News, and from the fourteen branch offices and fifteen hundred resident correspondent cameramen of Pacific & Atlantic Photos, The News-Chicago Tribune international picture syndicate—affording exclusive selection of the best news and feature pictures available.

#### **Exclusive features**

To add new interest to an already unusually interesting and attractive metropolitan Sunday newspaper.

#### Highest visibility

Rorogravure presentation on the thousand agate line tabloid page.

#### Strongest reader interest

This new Rotogravure section will be the most attractive all-picture part of the tabloid size, pictorial Sunday News.

#### Printed by Art Gravure

One of the largest independent producers of fine gravure printing in the United States. The Sunday News Rotogravure will be their largest run.

#### Special stock

Standard forty-five pound rotogravure paper, the best rotogravure stock available.

#### Late closing

Advertising deadline is only fifteen days before date of issue—third preceding Saturday.

#### Lowest cost

Rotogravure advertising at the lowest milline rate in the country—only one-third more than regular black and white Sunday News rates.

#### CIRCULATION

in excess of 1,200,000

Approximately 75% city and suburbs

#### LOWEST ROTO MILLINE

Rate in America

Per line, one time . . . . \$2.00 milline \$1.66 5,000 lines or 13 insertions . 1.90 milline 1.58 10,000 lines or 26 insertions 1.80 milline 1.50

# in the Sunday News

A 16-page Section every Sunday Starting October 10, 1926

000

# 175 pages sold in the first 10 days!

—because News rotogravure represents a superlative new selling force of wide and concentrated coverage, of unique effectiveness, of unparalleled economy. Equivalent magazine presentation in rotogravure, the finest pictorial presentation possible; in a section of the highest visibility and greatest interest, first to be seen and read in a picture paper; in the tabloid size, making all space do more work; before the largest newspaper circulation in America; at the lowest roto milline rate in America! So the space buyer who knows his stuff has grabbed it! And every advertiser in the New York Market will profit by considering it. To One thing more—The Sunday News has grown at a rate of approximately 200,000 copies a Rotogravure will push this circulation up farther. Buy News rotogravure as current advertisers have always bought the News-on a bull market steadily rising. W W Get the facts, and get the orders in now to earn the introductory rates for a year!

## THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago 25 PARK PLACE, NEW YORK

# Selling in Uruguay

## By A. L. White

area, but is an important foring power of its people. From the standpoint of trade, it might be called a "little Argentina," and Argentina is the best South American market. The good purchasing power of the people of Uruguay arises from the fact that the country is one of the sources of supply for food and the raw materials for clothing for the world. It is a grazing and agricultural country and is important to the United States for two reasons: On the one hand, it produces meats, leather and hides which the United States needs and can no longer produce in sufficient quantities for itself; on the other hand, its location in the southern hemisphere gives it reverse seasons to those of North America. Consequently the seasonal requirements of its people. taken in combination with the sea-

The elimate of Uruguay is temperate and equable, the purchasing power of the people is good; hence these two factors need not be stressed in a consideration of the market, and the natural factor of the production within the country is the dominating influence in the creation of demand for imports. The raising of livestock is the chief occupation of Uruguay and in the number of sheep and cattle to the square mile Uruguay ranks among the leading stockraising countries of the world. The importance of this occupation to the country may be seen from the large percentage of land given over to grazing. Out of a little more than forty-five million acres of land in Uruguay about two million acres are devoted to agriculture and less than two million acres are covered with the United States and Uruguay is

sonal requirements in North Amer-

ica, help to balance demand and to

equalize production in many manu-

factured articles.

is the smallest age is grazing land. The use of South American republic in these millions of acres for grazing gives rise to a great demand for eign market for United States goods fencing. The land is divided into because of the sturdy intelligence, thousands of cattle and sheep industriousness, and good purchas- ranches and farms, ranging in size

c Publishers' Photo Service

from a few acres to ten thousand acres. In order to keep the great number of cattle within bounds, all the ranches and farms and even the railroad tracks and roads are inclosed by fences. There must be many thousands of miles of fences in Uruguay, and most of these are made of six strands of plain galvanized wire and one central strand of barbed wire strung on hardwood and stone posts, with wooden pickets interspersed at intervals of several feet. This need for fences has created a large demand in Uruguay for fencing materials and wire.

THE industries of Uruguay follow  $oldsymbol{\mathbb{L}}$  along the lines suggested by the natural production, and Uruguay has been made known the world over by its shipments of jerked beef and other meat products. Near Montevideo is a plant which might be called the "largest kitchen in the world" where extract of beef is prepared, a great quantity of which is shipped to foreign countries. Three large packing houses are located in Montevideo, two of which are owned by packing firms from the United States. One of the bonds between forests; the remainder of the acre- the amount of capital which Ameri-

can firms have invested in Uruguayan industries.

This investment of American capital is no doubt one of the "invisible" factors which encourages trade between the two countries. The principal imports into Uruguay are petroleum products, automobiles, iron

and steel products, lumber, textiles, coal and sugar. In these imports the United States

> leads in petroleum products, automobiles, lumber, sugar, and farm

machinery.

The importation of farm machinery into Uruguay follows in the wake, of course, of the occupation second in importance in the country: farming. Uruguay

has an exceedingly fertile soil adapted to the raising of grain. Wheat is the most important agricultural crop, but corn, flax, oats, barley, alfalfa and linseed are also raised, and the cultivation of tobacco has recently been undertaken. The production of these crops, similar to those in the United States, creates a demand for the same types of farm machinery and implements as are used in this country. In 1924 Uruguay bought over six hundred thousand dollars' worth of American farm machinery. Not only is it at present a good market for this type of goods but it will probably be a growing market, for it is claimed on good authority that with its fertile soil Uruguay is gradually progressing in its development from the pastoral to the agricultural stage, and that farming will increase. At present Uruguay has no appreciable surplus of farm products for export after the domestic demand has been satis-

The fertility of the soil and the tremendous cattle raising industry and the packing houses of the country give the people of Uruguay a purchasing power that enables them to indulge their tastes for many things beyond the necessities. The Uruguayans are a progressive. beauty-loving race, and their tastes run toward the substantial and beautiful. Montevideo is one of the beau-



Des Moines Register and Tribune

175,000 DAILY-150,000 SUNDAY

tiful cities of the world, spacious, well laid out and healthful. It is well lighted and modern in every respect and is building and improving. Only recently bids have been called for by the city administration for electric meters and for insulated copper wire. The management of the state railways and street cars has had under consideration the partial electrification of the Northern Railway from Montevideo to Santiago Vazquez, a distance of about twenty kilometers.

Besides electrical goods and equipment, in their extensions and in their building, the Uruguayans

require considerable iron and steel and lumber. These they have to import. In lumber, they seem to favor American pitch pine, which surpasses in value and volume all other shipments of lumber to this market. The lack of the fuel minerals hinders Uruguay from becoming a manufac-



turing country, but it does have some small factories. Furniture is made in considerable quantities and for this American oak is imported.

From Montevideo highways are being constructed to reach the newer regions of the republic. Much progress has been made in the past few

years in highway construction, and numerous projects are planned. These highway projects open up a market for road building machinery and

Uruguay is a good market now for automobiles and as highway construction progresses it will become a better one. Not only automobiles and their accessories are In demand but motorcycles also seem to be fairly popular. Possibly the automobile is now to be considered as much a necessity as a luxury. Other articles which are clearly luxuries are also on the list of imports into Uruguay. The Uruguayans

are a music loving people who bring over from Europe each year to sing in their large theater the best stars of grand opera. They like music in their homes and import musical instruments, and American-made pianos are liked by them.

[CONTINUED ON PAGE 70]

# Lesson Number One to Advertising Aspirants

#### By Norman Krichbaum

S Lord Macaulay said of Lars terity. May it do no serious harm! Porsena's attack on Rome, "the horsemen and the footmen are pouring in amain.'

Every hour the horsemen and the footmen of our future advertising cohorts are arriving in force. The impulse to spare these verdant recruits some portion of the rebuffs and disillusionment which will be theirs is doubtless futile. The gauntlet must be run. Green fruit is green fruit without the sunshine and the rain. And even at the harvest we still have to pick the plums from the prunes.

There is no ten-word epigram which we can frame hugely and hang above the proud novitiate's desk to ward off fond hope and foolish performance.

Therefore, without hope of reward or results I address this paternal patter to our immediate pos-

Begin by getting rid of the notion

that advertising is the sanctum of "cleverness." It is not. It is the citadel of plain facts, set forth palatably-but without any festoons of verbal nonsense.

As a corollary of this, remember that you are doing what you are doing not to call attention to yourself, not to call attention to your copy, not to call attention to the product in hand, but to help scll that product. That is a psychological problem worth deep study--not only of the product but of human nature. Your job is to make people think so favorably of that product that they will be moved to buy it. That is the alpha and omega of your job.

In the second place, do not make the common error of regarding advertising as the acme of everything or anything. Do not credit any gibberish about the business having "made its mark" or arrived at virtual perfection. Advertising is a lusty infant, but still an infant. When it grows up it is going to have a mort of new characteristics that nobody foresees today. It will evolve, it will expand, it will consolidate its advances and abandon its non-essentials. You are going to be a fortunate participant in that evolution.

Thirdly, do not worry about the perennial "critics" of advertising. There are men who write advertising and men who write about it. Listen to the men who write it. Advertising, like literature, is dogged by a horde of supercilious and superfluous "crities" who will never shape the course of advertising. That course will rightly be governed by the masters in the craft, among whom you will aspire to count yourself some time in the future.



Directive MAIL may be somebody's "direct mail"—it may be a page in a mass or class magazine, it may be a

sales letter—or almost anything of an advertising nature—BUT, the term fairly and faithfully applies to every issue of all units of the Economist Group—the straight way into the better, bigger stores of the land....

Lo you clare to put your sales promotion to the 3 tests of clirective mail?

Loes it get in to its man?

It will reach the right office—but help it past the barriers and straight to the attention of the right person.

Does it get into his mind?

Give it some swift, sure evidence of interest—let your prospect *know* he needs your message.

Does it get into faction?

HESE THINGS seem simple, fundamental. What good can the most "powerful" advertising accomplish unless it sidesteps the wastebasket, unless it wins a thorough, thoughtful reading, unless its ideas and advice are put to work. In most cases, too, directive MAIL is ordered, paid for, kept, quoted, passed around, treated as expert opinion.

In the department store field, the Economist Group stands every test of directive MAIL. Here you have the easy, economical approach to the buying minds of a vast market. If product, price and selling processes are right, success is automatic. Tell and sell the merchant—and he'll tell and sell the millions.

#### THE ECONOMIST GROUP

DRY GOODS ECONOMIST and MERCHANT-ECONOMIST—reaching buyers and executives in more than 30,000 stores in 10,000 eities and towns—stores doing over 75% of the U.S. business done in dry goods and department store lines.—239 W. 39th St., N. Y.—and major cities.

# Answering Mr. Krichbaum

#### By Warren Pulver

HAVE read with interest Mr. the hardest and most impartial Krichbaum's somewhat bilious popinion of direct mail advertising and I have allowed a few hours to pass in order to recover my breath.

Now, if you expect me to act as a self-appointed mouthpiece of the direct mailers, quit here and turn over to those cream-colored pages where you can see that the agency which stole the Wet Match Oven account from you has just lost it to the agency from which you just took the Grape Fruit Muzzle account.

Having cheerfully given most of my still few years to both direct mail and periodical advertising, I feel that as a mediator even a small voice may be a tempering quality where all else that achieves the dignity of print seems to be belli-

gerently pro or anti.

I do not know who Mr. Krichbaum is, but he manages to restrain his enthusiasm for direct mail. Further than that, Mr. Krichbaum bids more than one defiance to direct mail, and invites it "to go and get a reputation" before it asks admission within the doors of sanctified, orthodox agencies.

The average advertising man's gorge is apt to rise at the American Medical Association because it opposes advertising by doctors, and fights bitterly the recognition of any new school of medicine.

Yet, Mr. Krichbaum would do likewise and have the standard agency adopt an insulated attitude and challenge direct mail to grow

up by itself.

The bold, cruel truth is that both direct mail and periodical advertising are as yet very little understood by anybody. The men who are devoting their lives honestly to either method are busy gathering small crumbs which they devoutly hope are falling from a groaning banquet table rather than from a ravished picnie basket.

If the direct mailers and the agencies do not know their own business, surely they do not know enough about the other man's to sit in ferocious judgment.

The writer humbly suggests that both sides get together and combine the two forms of advertising; using each when, as, and if justified by

study.

Establishing schools and factions of this and that never in the world's history got anybody anything, and the only real progress we have ever had has come out of science and education—the former seeking truth and the latter disseminating it.

I agree with Mr. Krichbaum on one very important point: he deelares that the direct mailers will not gain anything by raking up and broadcasting the weaknesses of periodical advertising. He is quite right, and the only way to prevent poorly guided zealots from doing that very thing is to give honestly a fair chance to the other side.

Agencies, by virtue of their established position, are excellently situated to bring direct advertising into the dissecting room, test it, go through it and decide once and for all whether it is a natural companion to periodical advertising or so inferior that it can be discarded like an outworn invention.

GAIN I say with emphasis that I Champion neither direct mail nor periodical advertising. I study both and work with both. My opinions about their relative values are as yet worth practically nothing, and I question any other man's ability to present a provable case for the superiority of either side.

I think direct mail is destined for the small and limited advertiser in order that he may grow. It also seems to be suited for the advertiser whose natural market is very small. well-defined and of a character possible to list. Direct mail's greatest use seems to me to be as an adjunct to periodical advertising.

But let us all be fair to direct mail; for we can all be fair to that which we do not fear, and advertising, by its nature an enlightening profession, should be fair at all costs.

Mr. Krichbaum is not fair. Nor does he evince that knowledge of the human mind and its workings which should be the very hallmark of any advertising man. He has written an article so provoking as to ineite and precipitate the very situation he wishes to avoid.

He points out that the efficiency

of direct mail rests upon the quality of lists and that good lists are hard Perfectly true, but to contrive. does Mr. Krichbaum wish to imply that difficulty and hard work have no welcome within the doors of agencies? He is not honest if he

And Mr. Krichbaum seems to have been studying the tactics of the hick lawyer whose favorite artifice is to assume for himself the logical attitude of the other side, for he states that "against direct mail, magazine advertising asks no quarter. All it wants is a fair field and it is bound to get it." This sounds as ridiculous as it would if Jack Dempsey should make the remark about a possible encounter with my year-old

Mr. Krichbaum excuses large agencies for an assumed apathy toward direct mail because "the larger agencies . . . have a proved investment in magazine advertising to protect."

In other words Mr. Krichbaum insinuates that this investment might very well interfere with an agency's honesty of recommendation, even if it knew direct mail to be a superior medium. It is not true, and some of the larger agencies are individually working very hard in the direct mail field, just as some of them have come to service the once neglected tradepaper field.

Mr. Krichbaum further states: "The smaller agencies have filled to some extent the rôle of pioneers in direct mail, which possibly is as it should be."

CINCE when, pray, has pioneering Ofallen within the logical province of the weak?

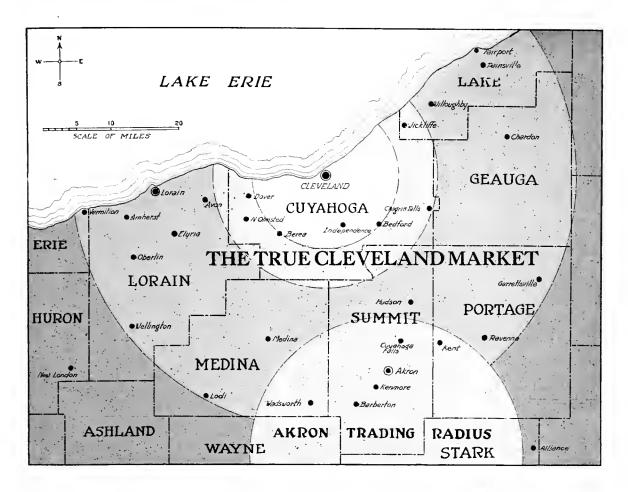
And further, if some day direct mail advertising should turn out to be the medium, might not the now small agency be great and the now great be small or worse?

Mr. Krichbaum says again, "You ean't keep a good man down or a good advertising tool buried."

Why try, then? Why not find out whether direct advertising is good. and if it is, make it a part of regular agency service?

Above all, Mr. Krichbaum makes the bad mistake of adopting a

[CONTINUED ON PAGE 72]



# It's The TRUE Cleveland Market

The True Cleveland Market is an area bounded by a 35 mile radius of Cleveland Public Square—exclusive of a sector of The Akron Market which overlaps the Cleveland radius.

These facts have been verified and approved by Editor and Publisher, the Audit Bureau of Circulations, the Ohio Bell Telephone Co., 22 of Cleveland's leading retailers, 45 wholesalers, jobbers and distributors, 206 northern Ohio grocers, and (with minor reservations) the J. Walter Thompson Co.

Complete market data, authentic analyses reports of innumerable surveys, always available upon request.

# The Cleveland Press

NATIONAL REPRESENTATIVES: 250 Park Avenue, New York City DETROIT: SAN FRANCISCO



ALLIED NEWSPAPERS, INC. 410 N. Michigan Blvd., Chicago SEATTLE: LOS ANGELES

LARGEST IN OHIO

FIRST IN CLEVELAND

# What Will Come Next?

[CONTINUED FROM PAGE 25]

eral market shortage, outside of the buyers' strike of 1920, would make interesting reading in itself. Suffice it to say here that the wage increases of the typical factory wage carner averaged 290 per cent, while the cost of living was going up 90 per cent; and that the huge influx of female wage earners nearly doubled the family buying-power all over again.

W E in the advertising business, who are so willing to take credit for the great moves forward, of course assumed that these added markets should be credited to salesmanship and advertising. Not so. They were due to a condition that in many cases the manufacturers did their best to fight: i.e., the wage increases of the average family head and of his progeny; and wartime created desires on the part of millions of people who never before dreamed that they could have the things which wartime incomes put in their hands, or within their reach.

People who speak disparagingly of the workingman, and of the way in which he spends his money, had better give the matter some careful thought. For if that same workingman ever quit spending his money today we would wave our present national prosperity a quick good-bye. Instead of cutting down on his spending, the workingman must continue to spend the present proportion of his family income until either immigration or the increase in births over deaths absorbs the production slack that has existed ever since the war-and will continue to exist for at least twenty years to come.

With continued high wages, we are due to have good spending for several years ahead. But when these people stop spending their money in the present proportions, there must be somebody to take their place.

If ever this spending were to stop, even for six months, then, would come real competition. Competition in which efficiency in sales or advertising would make the difference between successful and unsuccessful manufacturing. The waste must eventually be squeezed out, Why not get in practice now, when things are running smoothly, by inereasing the advertising and selling efficiency of every dollar put into those departments? Markets go to the forewarned, the forehanded, and the forearmed in a crisis. The crisis to our generation may never come-but it is doubly profitable to be prepared. We should be giving this a lot of study.

In the Moss-Chase "Barometer" of May, 1926, under the heading of "Budget Control of Advertising Expenditures," we read:

"A decade or more ago, American business was being increased with Taylor's Theory of Scientific Management. In near-

ly every instance. Taylor's ideas were applied to more scientific methods of production. In comparatively few instances were his theories applied to problems of management and control, except to the handling of materials, the operation of labor, and other problems that had to do with the same or less amount of labor cost.

"Shortage of labor called for more efficiency, compared to the problems of the costs."

"Shortage of labor called for more efficiency—compelled machine production—and with it grew the necessity for better methods of manufacture. Today, American business is cited the world over for its ability to compete with a low labor cost primarily because of this remarkable advance in scientific production.

"The need today is for some such advanced methods and scientific formula that can be as consistently applied and established."

"The need today is for some such odvanced methods and scientific formula that can be as consistently applied and established as fundamental rules of executive management, financing and selling as Taylor's formula have been consistently applied."

Anyone who has given the subject of excess production a little study must agree that it will take at least twenty years of our present basis of growth to absorb our existing normal production capacity. Those who care to look the facts in the face will also admit that the era of prosperity since the buyers' strike in 1920 was the greatest stroke of good fortune in our national business development.

NONDITIONS directly affecting this change of buying consciousness on the part of the rank and file have been visible for upward of fifty years. Dr. Mary Walker, with her desire to wear trousers, and the school mistresses of her period were the forerunners of our present army of employed women, which, incidentally, will grow year after year, until woman is economically independent. But that, too, is another story. Labor unions aided by labor shortage brought higher wages-without which we never would have survived the storm of excess production. Other factors equally important just happened, and brought about a national prosperity the like of which we have never seen.

Our advertising and merchandising work, under the conditions, has been a comparatively simple one, primarily of copy and layouts, but the buyers' strike of 1920 illustrated a few of the harder conditions which will be faced by selling and advertising when the average purchaser must be persuaded to buy at all. It also showed how much further our merchandising and advertising knowledge must go in the next twenty years if we are to solve the selling problems faced during that buyers' strike. In the search for the solution, I submit herewith a few loose ends which will be tied up in our next twenty years of selling and advertising effort.

1. The securing of the proper facts on which to base decisions, before, rather than after, the appropriation is spent.

2. The practical inclusion of these facts in a perfectly synchronized sales plan and story, on which the entire advertising message is based. A plan

which operates just as smoothly when it reaches the point of ultimate sale as it does when it leaves the copy and plan department.

3. The proper capitalization of reproductions of or references to one product in the advertising of others. Such, for instance, as the appearance of a Timken Axle in a piece of motor car copy.

4. Some well-defined dealer plan, arrangement or understanding which will assure the fairly regular appearance of trademark or story over the dealer's or jobber's signature in their own advertising.

5. Properly planned and adequately manned methods of getting regular use of dealers' windows; even if they have to be paid for, as in the chain store today. This will eventually be the case in all better grade stores.

6. A selling plan changed quarterly; sales innovations which not only have news value to the consumer, but also to the jobber and dealer.

7. A selling and merchandising story that involves practically no thinking or selling initiative on the part of dealer or jobber. It is futile to expect them to take too great a part in the activity, unless, of course, they can see a greater than average reward in the line.

8. Some form of key on every advertisement or direct mail piece if for no other purpose than to check up on the type of appeal that goes best at certain times of the year.

9. Some form of secondary tie-up or follow-through mailing for every national or newspaper advertisement that appears. Expensive as much of such follow-up material is, it is no more so than a magazine or newspaper message, seen once and forgotten.

10. The legitimate use of that much-maligned and much-abused force known as publicity. There is and always will be a real place for properly planned publicity, a rare variety which benefits both publisher and advertiser.

11. An intensive study of the size of advertisement that will best portray the product and proposition.

12. The proper balance between reader coverage of the market, and frequency of the appearance of the copy. Studies are now being made on this aspect which will result in surprising increases in advertising efficiency.

These are a few of the sources of greater economy and efficiency in selling and advertising; a few of the loose ends which will be tied up in the next twenty years, if the same progress is attained in these channels as the previous double decade found in production methods. They deserve as much attention as is ordinarily paid to the mechanies of media, layout and copy, with which they are irrevocably linked.



# The 8pt. Page Odds Bodkins

AST night I finished reading Henry Ford's (and Samuel Crowther's) "Today and Tomorrow" for the second time. Reading a book through twice is a habit of mine when I strike one of exceptional value or significance, for the second reading makes it mine.

I am tremendously excited about "Today and Tomorrow." If I were the owner or manager of any sort of a manufacturing business or of any business involving production, transportation, or a broad knowledge of business administration or finance, I should call all of my key executives to me, one at a time, and present each with a copy of this book and three days off (about a week apart) to read it-three times. I would have them read it the first time for its inherent interest. I would have them read it the second time for its broad industrial and social significance. I would have them read it the third time with a lead pencil in hand for its application to our business, with instructions to mark in the margin wherever it came to them that some method or policy or principle mentioned in the book might be applied or adapted in some way to our business, or might suggest something that would benefit us or our customers-the publie. Two months later, I would accept the resignation of any executive who had not come to me with some practical suggestion as a result of those three readings, for I would know definitely that there was no growth in him, and he would stop the progress of the business at his point.

That is how I feel about Henry Ford's latest book. To which I would add that any major business executive who ignores or neglects to read this book will, in my humble opinion, automatically class himself as a Has Been who is ready to stand aside and salute Progress deferentially as it passes.

#### -8-pt-

A. C. G. Hammesfahr submits this gem from an old copy of the Post, being part of an article on New York society by Mrs. Burton Harrison:

ciety by Mrs. Burton Harrison:

In the face of the luxurious displays of modern New York society, at which the whole world blucks astonished, we are in danger of forgetting that things were ever otherwise among us.

When the young diners-out of this generation accept as a matter of course the banquets, almost nightly during the season, of twenty or thirty guests assembled in great rooms paneled in priceless carvings and hung with tapestries of mythic age and meredible value. Our boys and girls are not in the least perturbed by the constant circling around them at these feasts of a procession of flunkies in the livery of the household, bearing dishes concocted by a

private chef whose wages often surpass the yearly gains of university-bred and highly specialized young professional men seated at the table.

One curious in such matters might be amused to compute the cost of the entertainment of a night, enjoyed repeatedly by any one of the much-invited favorites of society. Take the dinner with its costly delicacies, wines and flowers, at so much per head; add to that a seat in a parterre box at the opera afterward; and go on to the ball or cotillon where the money lavished upon decorations, music, supper at ished upon decorations, music, supper at little tables, toilettes and jewels represents an aggregation of opulence almost incredible to the outsider.

Nowadays our youth can get almost the same thrill by browsing through the advertising sections of most any of our more sophisticated periodicals of an evening, with the radio turned on to furnish the jazz obbligato!

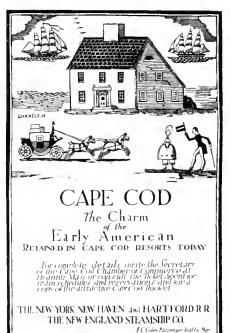
#### -8-pt-

One of the best copy lines I've seen in a long time is this one from a Del Monte advertisement: "Quality is more than label-deep. It's the reputation behind the label that counts, especially in buying canned fruits." This, with a picture of a Del Monte can, was advertisement enough.

It is too bad it didn't end there.

#### -8-pt-

The New York, New Haven & Hartford Railroad has brought out some one-sheet posters this summer which seem to me to be in a class with the London Underground posters-than





which there are no finer, to my way of thinking. It is a pleasure to reproduce one of these quaint posters.

#### -8-pt-

And speaking of vacation land, yesterday morning I went to church in the little octagonal Union Chapel at Oak Bluffs, on Martha's Vineyard. The preacher (who incidentally had a wonderful sermon idea but took 40 minutes to develop it whereas the congregation had developed it for themselves, if not with his finish at least to their own satisfaction, in 18 minutes-which is a warning to salesmen) referred to a friend of his, a Boston lawyer, who said he had discovered that he could do a fine year's work in ten months, but only an indifferent year's work in twelve. Which I submit to any reader of this page who "can't spare the time" for a vacation this summer as a stubborn truth to struggle with-and lick if he can!

#### -8-pt-

After a recent holiday, when it is fair to assume the bons vivants of New York had burned considerable of the New York Edison Company's early morning current and imbibed generously of the forbidden waters of exhileration, there appeared in the window of Ma Gerson's Soda Shop on Broadway in the Forties a large sign extending this timely and hospitable invitation:

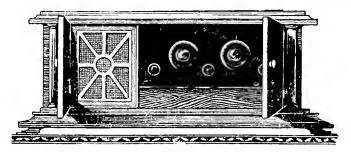
#### Come in and Sober Up Bromo Seltzer served FREE all day

Ma Gerson never learned that from any correspondence school of advertising! She learned it from her trade.

And speaking of learning from the trade reminds me: for a long time I've been intending to write a piece on what a manufacturer might learn from his trade if he made bold to get on the trade's side of his salesmen's order books and look at his own business with a cold eye as if he'd never met it before, didn't need anything, and rather resented its existence.

Need I write the piece?

# How Leading Radio Advertisers Invest Their Appropriations—



**RCA** Priess Jewett Kolster Sonora Sterling Kennedy Gilfillan DeForest Radio-Dyne Thermiodyne Atwater-Kent Music Master Freed-Eiseman Stewart-Warner Philco Batteries **Brightson Tubes** Willard Batteries Brunswick Radiola Stromberg-Carlson Marathon Batteries Cunningham Tubes Ray-O-Vac Batteries Liberty Transformer Ever-Ready Batteries

The eleven italicized advertisers used The Milwaukee Journal exclusively in 1925.

WENTY-FIVE leading radio and radio accessory advertisers concentrated in The Milwaukee Journal in 1925.

Fourteen of the advertisers listed at the left invested more of their appropriations in The Journal than in the other two Milwaukee papers combined. Eleven used The Journal exclusively.

#### An Increasing Favorite in 1926

During the first seven months of 1926 The Milwaukee Journal printed 64,187 lines of paid national radio advertising—an increase of 27 per cent over the corresponding period of 1925. The Journal printed 20 per cent more national radio advertising than any other Milwaukee paper during the first seven months of this year.

The most successful advertisers in all lines of business consistently concentrate in one paper to build a maximum volume of business in the rich Milwaukee-Wisconsin market at the lowest possible cost per sale—

# THE MILWAUKEE JOURNAL

# Salesmen's Cars

[CONTINUED FROM PAGE 20]

Worth and Dallas, Tex.; circles of one hundred miles around Los Angeles and San Francisco; a two hundred mile are around Albany, N. Y., and the New England States, the average checks up very well: \$2.21 net increase per day in transportation cost.

NCIDENTALLY, in this same ten year sales analysis the slogan, "Your men will cover twice as many miles in a year in a machine as they will by train," has proved in our case to be entirely untrue. In fact, whenever this generality or any similar statement has been made by a sales executive, and I have challenged it, and wherever figures were forthcoming, they agreed pretty closely with our own.

We have found that over this same ten year period our men using automobiles over the same territories which they had previously covered by train have averaged 12 per cent greater mileage. It has been noticeable that in the first year of automobile travel our salesmen using cars have averaged 20 to 22 per cent greater mileage; but this has fallen back in some cases to actually less than the train mileage had been.

Since it costs more for salesmen to travel by automobile than by other means, and on the whole it increases the mileage to only a very moderate degree, why is it that we, like other veterans, continue in the face of these facts? When I am asked the question which I invariably ask, "Why do your salesmen use automobiles?" my reply includes these factors.

First of all, I believe that the salesman is entitled to enjoy his work, and that the more he enjoys his work the more profitably he will sell. This was the reason for my conversion to the use of automobiles by salesmen, and it is the reason why, in some circumstances, I still believe it to be well worth the added investment.

Ignoring for the moment the considerable number of salesmen who honestly do not enjoy traveling by automobile and those who, while driving moderate distances, are rendered more or less unfit for work when covering normally required daily mileages, there remains the number of men who in these modern days prefer the combined comforts and hardships of automobile travel to the combined discomforts and occasional advantages of train travel. Incidentally, they find in the automobile two opportunities for greater sales entirely absent in train travel. The first is the obvious one of entertaining customers by "taking them out for a ride." Even in these days, when there is a car for every family, many salespeople (not to mention buyers and principals) will be found riding in salesmen's cars.

On the other extreme, we find the veteran salesman who can avoid wasting time, after the normal business and social requirements have been fulfilled, by having his car at hand to take him to the next point where, if held to a train schedule, he would also be held to entertainment costly in time and money. For the veteran can soundly sidestep because he has his own schedule, which is entirely independent of train arrivals; and the very elasticity which repeatedly handicaps the novice salesman and leads him to slow up because "he hasn't the excuse of catching a train," works just the other way with a veteran.

The wise salesman who covers his territory in a car gets good hotel accommodations. He no longer fears making "the city with the bum hotel" late in the day. He covers his ground and then drives thirty or fifty miles, if need be, to a town with a good hotel. He is no longer anchored to a cot in some corridor at convention time.

In our experience—which is the mirror of many other manufacturers—the wise use of automobiles by salesmen can be divided roughly into four divisions. The first includes, of course, the reaching of small towns which are not served or which are inadequately served by other means of transportation. In this field a sturdy, low-priced car is supreme. Every hamlet of a hundred has someone who understands the mechanics of a Ford, and probably can do simple repairs on a Dodge.

The second "certainty" in this connection includes the cases of salesmen who have territory well served in part by main train lines of railroads, but entirely inadequately served, from the standpoint of the salesman, the moment they break away from the arteries of traffic.

There is a large triangle in New York State, of which Albany is the apex, which illustrates this point.

The third condition under which the use of a car is successful is when the salesman is not supported by a junior salesman and yet is endeavoring to support the jobber by turning over to him orders from retailers. For without deviation from the straight line between A and B, the salesman can frequently, with a minimum amount of sales time, pick up a surprisingly large volume of turn-over orders. As he comes to know his "intermediate territory" well, it is even more surprising to find how many towns just off the beaten road he can cover in behalf of the jobber, and what a surprising amount of competition he can kill.

A fourth division covers the occasion

in which senior salesmen are called upon to visit outlying mills and factories.

This breaks into two distinct types. One calls for direct consumer sales of substantial equipment; the other, for sales which, while smaller in size, are turned through trade channels.

Fifteen of our salesmen who were called upon to do this kind of work are enabled to cover intensively territory of which they once could cover only certain high spots. For example, a number of Middle-Western cities will be remembered to have their industries located at the ends of spokes radiating from the civic center and frequently ten to eighteen miles from its center. The transportation is excellent from the center to the end of each spoke. But there is no spider-web transportation.

In the old days the salesman, in order to cover his full territory within the buying periods, was forced to select perhaps the three to six most important consumer accounts on each trip out of their eighteen to twenty desirable, actual and prospective consumer customers. Today our men, by "riding the rim," can in two days make all consumer calls on each trip—as against four days spent in covering a third of that number prior to their use of the automobile.

I would warn, from our experience as well as that of others, against the use of automobiles by salesmen without the consent of the company physician or some doctor who has made a thorough physical examination of the salesmen involved. I would warn against the use of high-priced cars "for the purpose of building up our prestige." 1 would warn against strictly big-city coverage by cars, and urge the investigation of possible taxi and semi-taxi service. I would warn against company-owned cars, except where the salesman's income obviously is not established.

WOULD warn against listening to the argument that "this higher-priced car will save so much of your salesman's time, because it will not need repairs, that you can't afford to use a Ford." I would warn against the use of sedans as compared with coupés; against roadsters in place of coupés.

I would advocate strongly the use of odometers as against speedometers in connection with small-town work. Those who have had their statistics wrecked by the breaking of speedometer cables will smile as they remember their own early troubles in this direction.

Particularly, I would urge an automobile cost accounting system which will include all costs.



N.B. This advertisement is one of a series appearing as a full page in The Enquirer.

# Mr. Cincinnati Golfer .... "PAR" in everything he does

HE talks a strange language—a language of "traps" and "bunkers," "slices" and "hooks." His friends say he is "golf-crazy"—and secretly envy him his coat of tan. His wife yawns at the story of his latest "birdie"—then, next day, boasts to her bridge club of his achievement. He is an "ace" among men. . . . Mr. Cincinnati Golfer.

And Mr. Golfer "goes around in par" off the course as well as on. He has made more "eagles" in business than he has at the club. He puts the same spirit into civic drives that he puts into golf drives. His social standing is as high as his medal score is low.

How many men does "Mr. Golfer" represent? The members of Greater Cincinnati's golf clubs alone number more than 3,500, not to mention the thousands of "now-and-then" players.

It is estimated that the weekly golf ball bill of these men is above \$2,500. Their investment in equipment runs close to a quarter million.

But Mr. Golfer's buying doesn't stop with his favorite game. His wants are many and varied, and he always has money to satisfy them. One thing that he buys as regularly as the days come 'round is The Enquirer. For here he finds comprehensive stories of the golf events he is interested in; here he finds crisp comment on other sports, complete financial reports, impartial, conservative treatment of all other news.

To sum up, Mr. Advertiser, you have in the Mr. Golfers of Greater Cincinnati a market for thousands of dollars of merchandise every year—a market well worth going after—and certainly worth going after in the newspaper the golfer reads—The Enquirer.



for gutta percha every week!

It is estimated that Mr. Cincinnati Golfer spends more than \$2,500 a week for golf balls. His investment in equipment runs close to a quarter million.

I. A. KLEIN

New York

Chicago

### THE CINCINNATI

"Goes to the home,



R. J. BIDWELL CO.
San Francisco Los Angeles

#### **ENQUIRER**

stays in the home"



HE article that looks better than the picture from which you selected itthe merchandise that proves better than the merchant's claims for itthe advertising program which surpasses the results prognosticatedaren't these examples of sound salesmanship on which lasting success is built?

> Similarly, isn't an advertising agency wiser to risk under-statement of its service and performance than to peddle promises that can't be fulfilled?

We believe so.

# Powers-House Advertising

HANNA BUILDING - - CLEVELAND, OHIO

#### Industrial Losses

[CONTINUED FROM PAGE 28]

Company when that company trod the primrose financial path and raised its dividends by cutting down the advertising until it was at a minimum. The inevitable then happened: there was a competitor who had the opposite view (William Wrigley), and although at the start he had only a tiny fraction of the chewing gum market, he ended by having the lion's share—all because the American Chicle Company directors were having a grand time cutting dividend melons, which were chopped off the vines of advertising and caused the shriveling of the whole plant.

N how matter-of-fact a way the new type of executive views this matter is seen in the tire companies. At the present moment all the big tire companies are curtailing production; for tire sales, and also rubber footwear and mechanical rubber goods, have slumped in demand. Current tire production is fifteen to twenty per cent below previous months, and forty per cent below peak levels. In the Akron section the output is now 100,000 casings a day as against 130,000 earlier in the year. Some plants are on a five day a week schedule. Tire sales so far in 1926 are about 6,000,000 less than those for the same period in 1925.

This certainly looks exactly like the stormy weather that once caused boards of directors to order advertising cancellations by the wholesale. with a few exceptions, that is not happening among tire advertisers. advertising is regarded as the strong arm that will help hold up production. It is true that some advertising projects are not going through as had been expected; but there is no butchery of schedules, no hoarding of the advertising appropriation, or diversion of it to dividends.

The showing is not so good when it comes to certain other fields—textiles, for instance. The American Woolen Company had a deficit of over four million dollars in 1924, and while it has done better in 1925, it is still not in fully satisfactory condition. It has a twenty-seven-year record of paying dividends on the preferred stock, but it is practically off the list of national advertisers. At one time it was a national advertiser of note. Its fiftyfive plants are running at a rate of wages which was lowered last year, and its directors make much of the "drastic cuts" in expenses which have been made. Its management seems to have no belief in the efficacy of advertising as an aid to its situation.

In the fairly general acceptance of advertising as an aid to rough times in business, rather than as an easily dispensable "extra." can be seen the final proof and stabilization of the advertising theory in the place where it counts most: the board room.

It is very significant that the com-



# Year After Year

# A Greater Magazine

STACK the first six issues of Better Homes and Gardens for 1926, beside the twelve issues for the entire year of 1923. The two stacks are even.

This remarkable growth in the volume of the magazine during that period reflects the remarkable growth in advertising. For the advertising orders already placed for 1926 are double those of the entire year of 1923, in spite of the fact that the line rate is more than three times the average line rate during 1923.

Better Homes and Gardens has risen rapidly but steadily to its present position. Year after year, a greater magazine—greater in volume, greater in circulation, and greater in its influence on the sale of products to the American home.

#### Rates Increase

Through the December issue, the rate on Better Homes and Gardens remains at \$5 a line. Beginning with the issue of January, the rate goes to \$6 a line to keep poce with the growth in circulation to \$50,000.

# BETTER HOMES and GARDENS

E. T. MEREDITH, PUBLISHER

DES MOINES, IOWA

#### Keep These Facts in Mind When Considering Buffalo

There is now in Buffalo one big, strong morning newspaper—alone in its field—giving a complete coverage.

This newspaper is The Buffalo Courier-Express, formed by the merger of two papers backed by nearly a century of honorable achievement.

The Buffalo Courier-Express is the only daily newspaper which can offer you a circulation free from duplication in the Buffalo territory. No advertiser now needs to use two papers to tell his story to the same people.

Also there is a metropolitan Sunday paper, The Buffalo Sunday Courier-Express, which will carry your message to the largest audience reached by any newspaper in New York State outside of New York City.



Lorenzen & Thompson, Incorporated Publishers' Direct Representatives

Chicago

New York

San Francisco

Seattle





panies which declared extra dividends in May are nearly all well known active national advertisers.

It is also interesting to note the automobile industry, whose advertising is certainly not being meanly pinched despite the obvious drop in production. The companies showing a decrease in sales over 1925 for the first quarter of 1926 are Dodge, Hudson and Willys-Overland-but none of them are severely curtailing advertising. In fact, Willys is preparing for a big drive for his new very low-price model. automobile business has in particular grasped the principle that advertising is a tool to help raise a company out of slumps and not a weight to throw overboard in time of stress.

# Why Stick to Old Sales Ruts?

[CONTINUED FROM PAGE 22]

One of America's greatest philosophers, William James, years ago wrote a paragraph that gave a broadened perspective to advertising and selling potentialities. Here it is:

On any given day there are energies slumbering in us which the incitements of that day do not call forth. Compared with what we ought to be, we are only half awake.

When the manufacturer, or his sales manager, permits that deadly word "saturation" to enter his mind, he should consider that great human fact just quoted and think of the millions of people whose energies, activities and appetites are "only half awake," who might easily be aroused to the point of desiring and buying his product, if he could generate the "incitement" that would cause the awakening.

It is human nature, as well as animal instinct, to think of the regular gate as the only outlet from the vard, and when the gate is closed and locked, everything is considered tight and fast. When the farmer finds that his pigs have rooted a hole under the gate and are escaping from the yard, he places a big stone on the ground at that point, plugging up the hole, and considers the job done. For then the pig that wants to get out will instinctively seek the hole under the gate, and when he finds it blocked by the stone will simply stay there and futilely root and squeal. Since he always got out that way before, he still thinks that is the only way to get out; but the energetic and adventurous dog will try every spot that suggests promise, and will dig and scratch until the new outlet is made.

It is a life habit of contented business men to spend all their time, energy and promotion money pushing their businesses along the old conventional ruts that were good in the past. They don't seem to realize that the same old rut deepens every year, slowing down the business speed.

The world is ridden with commer-

# ager wenties

The Improved Delineator

# our ecades fter

HEN our younger children become middle-aged and look back upon these times, they will think of them as the eager twenties; at least as far as the women of this day are concerned.

No doubt our children will get amusement out of discussing that earnest decade when woman first began to vote, to show her legs, to drive a car.

These are but surface indications of a new spirit that is animating women. To understand this spirit is a matter of great moment to men who are making or marketing things that women use.

Women of today, more than men, are eager for progress and avid for ideas and articles that mean further advance.

Woman's changed status has brought a changed state of mind and spirit. Some call it unrest; rather it is eagerness, a hunger for further light, further accomplishment, both in her domestic realm and in the larger world that is opening to her. Nor is this true only in isolated cases; the surge

# " he ay ineties"

forward is universal among women of all classes and communities.

Take a car and drive across the country. In the smaller towns you will see some funny looking men wearing sombreros and congress boots. Yet all the girls of those same towns seem to be dressed smartly enough for Fifth and Michigan Avenues.

The type of eager, substantial women, for whom Delineator is edited, numbers millions in present-day prosperous America. If you will examine the October issue, you will see how keenly alive the publication is to the new needs of women and how strongly it must appeal to the large audience which you most want to reach.

Women are after ideas and Delineator supplies them—ideas for more accomplishment in their home work, their social lives, their dress; ideas in articles that lead to greater self-realization and wider horizons; ideas in fiction that satisfy the need of romance which is deep in every woman's life.

Delineator is old in its tradition of service but new in its

interpretation of service for women of the "eager twenties."

With the November issue, the Designer is combined with Delineator under the name Delineator. The price is increased to twenty-five cents. The guaranteed circulation is 1,250,000. The present combined circulation of Delineator and Designer is 1,700,000 so it is obvious that for some time to come the advertiser will be receiving several hundred thousand excess circulation.

THE BUTTERICK PUBLISHING COMPANY s. R. LATSHAW, President



cial superstitions. It is so much easier to do things in the old way. It often takes more work; it usually takes more courage and originality of thought to seek new conquests. But the old adage still holds true, for those who continue to seek ever increasing sales volume:

"Nothing ventured, nothing gained."

# Can Industrial Copy Be Syndicated?

[CONTINUED FROM PAGE 32]

national Motor Company conducted an educational advertising campaign directed to the electric street railways, their copy not only dealt specifically with the transportation problems of this industry, but rang with expressions used and understood by the field. Aimed to show the railways how to use Mack buses as an ally, in conjunction with street car service, the copy spoke of "off peak loads—parallel service—extension service; closing the loop-switch backs-quick pick-upspassenger fares" and countless other industrial expressions which indicated a real knowledge of the industry. Mack spoke a language that the street railway field understood, and thereby strengthened their own position.

There are times, however, when group appeal in copy can be used to advantage, and the same copy syndicated to different industrial markets, the object of the compaign being the compass in such cases.

Where the objective is one of prestige building to get across a name or ideal, copy is usually syndicated to a group of publications reaching the various industries to which the drive is directed.

Thus when the Western Electric Company was faced with the problem of getting across its new name, "Graybar," to distinguish its supply department, the copy which broadcast this announcement was syndicated to varying groups of men in industry in general. In this case the character of the message embodied a keynote of broad news interest and dealt with no specific industrial problem or condition.

The answer may be summed up in a few words. When the problems of industry are to be met specifically in terms of production copy, group appeal to varied industries through syndicated copy should be eliminated from the thinking of the manufacturer, for blanket statement copy can never hope to satisfy the peculiar and individual needs of the industrial prospect who is looking through the advertising pages of his specialized industrial publication in the hope of finding the answer to the industrial problem confronting him. When the message is general, however, and of common interest to all industry, then group appeal, addressed through syndicated copy to carefully selected markets, has its place.

we admit being unable to do more than one thing at a time so in giving you our share of coverage for the Greater Detroit area we must decline to accept credit for doing a great deal "up thru the state" even in the local territory you need more than our Detroit Times to do the job right use two evenings and two Sundays



#### THE OPEN FORUM

WHEREIN INDIVIDUAL VIEWS ARE FRANKLY EXPRESSED



#### Revising the Milline Rate

NE of the indications of the trend of advertising toward science is the almost universal application of the milline as a standard of space charges. This concept of measuring space so that various media would be comparable, was a step in the right direction. The rate per line per million readers is very valuable in equating publications with differing circulations and rate charges. But it goes only part way in the right direction.

It will be readily apparent to anyone that a page, whether it has 680 lines or 224, will be just as effective as the publication printing it. That is, a page is a page and, granting approximately equal pulling power of the media, one page will be worth as much as the other. There seems to be no universally held opinion as to the value of different page sizes in their effect on results.

What should be equally apparent is that a line—being of unvarying size will vary in importance with the size of the page? Thus, 14 lines on a page of 224 lines would equal, in proportional representation, 48 lines on a page of 680 lines. In the first case, a line is 1 224 of the page; in the second, it is 1 680. It is clear that the buyer is not buying absolute space, but proportional representation.

From this purely mechanical standpoint, too, the more pages a medium has, the smaller proportion of the total does the buyer get. A publication of 100 pages with 680 lines to the page, has 68,000 lines. One line, then, is 1 68,000 of the total. A 200 page, 224-line paper has 44,500 lines. Here, a line has a value of 144,500 of the total

A practical example of the operation of this revision of the milline may be given in a comparison of the Saturday Evening Post with the Christian Herald. The Post has a milline rate of about \$4.29; the Herald's is \$8.17. These two media have the same page size, but the Post runs about ten times the number of pages of the Herald.

With the Post running ten lines to the Herald's one, it would seem that a line would have ten times the prominence in the Herald. If this assumption be true, the milline rate of the latter should be corrected by dividing it by ten. Then the Herald would show a revised milline rate-or, better, a proportional milline rate—of \$.82 against \$4.29 for the Post.

The milline rates of a group of weeklies were revised by this method,

following the rates given in the Standard Rate and Data for June. The Saturday Evening Post was accepted as a standard to which the other media were equated. The results are tabulated here:

Milline	Revised
Rate	Milline Rate
\$4.29	\$4.29
8.17	.82
4.78	1.31
4.55	2.05
13.62	1.83
7.37	2.14
	Rate \$4.29 8.17 4.78 4.55 13.62

It should be noted, before any conclusions are drawn from these figures, that there are many other variables than mere acreage entering into a medium's worth. But if advertising is to be reduced to a scientific basis, it will be necessary to get all possible factors onto a mechanical footing.

> LOYD RING COLEMAN, H. C. Goodwin, Inc., Rochester, N. Y.

#### Aspiring Adolescence

YOUNG men "Going in for advertising," according to Maurice Switzer in a recent issue of your amiable publication, are unconsciously letting themselves in for a whole lot of trouble. Undoubtedy this is true, but could not practically the same thing be said for any other of the various occupations for which our exuberant youths 'go in"? I certainly doubt if our alleged "profession" has a corner on all the rough spots in the business-or professional-world. What if advertising is different from the cloistered college life of the pampered young aesthete? So is pawnbroking, sheep raising or the art of peddling real estate.

But what interests and-I beg your pardon, Mr. Switzer-amuses me about this particular discourse is its great seriousness. Mr. Switzer appears to "view with alarm" the great number of bright young sophomores who are casting longing eyes toward the commercial sections of our publications. That a youth can write a clever college essay is no sure indication that he can write a elever advertisement, but certainly it would augur better for his chances than if he had never written anything. Let him try. It would not take many weeks of actual experience to take the cockiness out of him, and after that there is every chance that he would develop into a first-rate man.

Few of the present generation of advertising men sprang, like the mythical goddess, full-armed from the brain of an advertising Jove. Still fewer are there who, at the age of six months or thereahouts, while gazing in rapt awe

at a double-page spread in the wellknown Saturday Evening Post, suddenly were touched by inspiration and built themselves up to be advertising men from that moment onward. Perhaps Mr. Switzer is something of an exception, but as a rule these men became what they are today largely by chance. And the greater part of the next generation will develop along the

same general line.

Why view with alarm the sublime confidence, the sunny irresponsibility of adolescence? Few of us have any sound knowledge upon which to base our choice of a career before we have reached the early twenties. We are bound to get enough "sustained mental effort" after that; why worry about it before? Besides, when you get right down to it, advertising does not require a life-time of preparation; nor does any other business, profession or occu-CHARLES SEABURY. nation.

New York City.

#### Advertising and the Salesman

HE indifference — or worse — of salesmen toward their company's advertising has become proverbial. It has set me to wondering whether we salesmen are really to blame for the situation. Maybe. There is not enough opportunity given them to get acquainted with their company's advertising, which, I believe, is the only advertising they're personally interested in enough to be aroused to the point of expressing an opinion.

In my own experience I always found that the advertising department and their advertising agency annually go right ahead, make up the year's advertising-often without regard for trade conditions-and then present the entire campaign at the annual sales convention. Whether the salesmen like the stuff or not doesn't matter; the campaign is already scheduled-foisted —on the salesmen.

And they know, too. Since they are no factor in the actual making of the advertising-in spite of the alleged close connection between sales and advertising-you can hardly expect them to be enthusiastic over advertising, to study it enough to possess intelligent views on the subject.

When the salesmen have advertising fully explained to them step by step, and are taken into the company's advertising confidence, you will get not only intelligent advertising opinion from salesmen but staunch support for it. J. J. McCarthy,

New York.

#### OF CONTINUITY AND DIVERSITY



APPILY advertising, for all its practice, has become neither an exact science nor an academic art.

Whenever two or three advertising men are gathered together, you can always get up an exciting debate by alluding to any of several moot points.

Selling copy versus institutional. How many words will be read? Are coupons useful? There are a dozen such issues, and it is a brave and heedless man who will lay down the law about any of them.

Yet there is one agreed principle, subject to question by few if any. Advertising men, expert or tyro, are almost unanimous in favoring continuity. The repeated stride, the uniform interval, the uninterrupted march of an idea—this is acknowledged to be advertising at its best. Daily, weekly, monthly continuity is cumulative energy.

Here is an advantage on the side of the monthly periodical. Advertising every week is magnificent if you can afford it. Advertising in every fourth or fifth issue of a weekly paper may be good, but it is not continuous.

Continuity—unbroken and unquestioned—can be had in THE QUALITY GROUP by buying only twelve insertions (very much cheaper than 52).

Self-evident, yes. But also important.

We venture to add, to this hard fact, a touch of theory. When you buy space in THE QUALITY GROUP, as a unit, you also buy a certain valuable diversity. The merchandising possibilities of six magazines exceed those of one magazine. Trade and salesmen are impressed by the *diversity* of THE QUALITY GROUP as well as by the individual merits of each magazine.

In short, a fraction of the money needed to affect a mass circulation will make a deep dent in THE QUALITY GROUP market.

Many an advertiser walking about today grew to his present stature by cultivating this market alone.

Advertising in THE QUALITY GROUP, at no great cost, permits of continuity and diversity, and—it is next to thinking matter.

### THE QUALITY GROUP

285 MADISON AVENUE, NEW YORK

THE ATLANTIC MONTHLY
THE GOLDEN BOOK MAGAZINE
HARPER'S MAGAZINE

REVIEW OF REVIEWS SCRIBNER'S MAGAZINE THE WORLD'S WORK

Over 700,000 Copies Sold Each Month



# United Publishers Organization Changes

THE United Publishers' Corporation, the holding company which controls the Economist Group, The Iron Age, the Chilton Class Journal Co., and other business publishing enterprises, announce the retirement of Charles G. Phillips, president of the corporation, from active business.

A reorganization of officers resulted in elections as follows: Andrew C. Pearson, president of the Economist Group, elected chairman of the board of directors; F. J. Frank, president of the Iron Age Publishing Co., president of the U. P. C.; C. A. Musselman, president of the Chilton Class Journal Co., vice-president; F. C. Stevens, president of the Federal Printing Co., treasurer, and H. J. Redfield, re-elected secretary.

Mr. Pearson, the new chairman of the board and head of the Economist Group, has been connected with the textile branch of the United Publishers' Corporation since 1901. For seven years he was general manager of the Dry Goods Economist, and later successively secretary, treasurer and vice-president of the U. P. C.

Mr. Frank has been connected with the U. P. C. for sixteen years and has been president of the Iron Age Publishing Company for the past six years. He is president of the Machinery Club of New York, a director of the First National Bank of Pleasantville, and a former president of the Associated Business Papers, Inc.

Mr. Musselman has been connected with the publishing of automobile papers for twenty-five years and was one of the executives of the Chilton Publishing Company when that organization was merged with the U. P. C. three years ago. At that time he beame president of the Chilton Class Journal Company, an organization which controls all the various automobile papers published by the U. P. C.

Mr. Stevens is a leading figure in the printing industry of America and a former president of the New York Employing Printers' Association. He is also president of the Upland Citrus Fruit Company, and president of the Swetland Realty Company.

Mr. Redfield has been secretary of the United Publishers' Corporation for some years, and is also secretary and treasurer of the Bingham Engraving Company, and secretary and director of Distribution and Warehousing.

#### An Advertising Omission

In a recent advertisement in this publication the *Detroit News* listed the leaders of the evening newspaper field as follows: *Detroit News*, 12,628,168 lines; *Chicago News*, 11,274,018 lines; *Philadelphia Bulletin*, 10,972,200; *Indianapolis News*, 9,131,913, omitting the *Washington Star*, which should have been given fourth place with 10,640,590 lines.

# TALL HATS FOR STATESMEN

It is generally felt that there is no more fascinating object on the bright scene of politics than a traditional politician trying to look like a statesman. Upon the political mind reposes the tall silk hat, worthily emblematic of the weight and dignity of the personage beneath it. Upon the political back sits snugly the immaculate frock coat, a magic garment which has often given greater satisfaction to a perplexed constituency than mellifluous words and sounding cadences.

But in the world of modern business neither these noble adornments, nor the attitude of mind they represent, have a place. They are quaintly out of joint with the times.

This truth has a special significance for the man with advertising problems on his mind. Too often advertisers, and too often advertising men, seeing their business from the inside instead of the outside, approach the consuming public in a grave and lofty manner which suggests only too well the political figure. But this cannot happen when the advertising agency is functioning alertly and adequately, for it is its business to represent the outside point of view on the inside, and gently remove tall hats and frock coats when the public is being addressed.

CALKINS & HOLDEN, INC.

247 PARK AVENUE · NEW YORK CITY

In Allentown (Pa.)

#### THE CALL gained 14%

in total lineage in the first six months of 1926.

The Call leads in everything.



#### The Allentown Morning Call

Story, Brooks & Finley National Representatives

"Ask us about Advertisers" cooperation"



New York's newest and most beautifully furnished hotel accomodating 1034 guests Broadway at 63 Street. 200M WITH PRIVATE TOILET \$250 ROOM WITH PRIVATE BATH-

#### Surveys

Seventeen years of experience, local facilities in 220 cities, immense, unequalled files of data on 487 industries; personal guidance of the pioneer and leader in Commercial Research J. George Frederick,

Prices Moderate

#### THE BUSINESS BOURSE

15 West 37th St. New York City Tel.: Wisconsin 5067

In London, represented by Business Research Service, Aldwych House, Strand

# In Sharper Focus

#### Charlotte Stuhr

By Clara Woolworth

66 ROM Stenographer to Advertising Manager. Unusual Woman Helps Newspaper Treble Business." If this were a newspaper story instead of one for a dignified publication, I might well start off with some such headline; for that, in brief, is the story of Charlotte Stuhr, advertising manager of the Jersey Journal, and one of the few women who are real advertising managers of real news-

Miss Stuhr has literally grown up with the paper, and the advertising linage figures of today, compared with



those when she first took over the job, make interesting reading.

Back in the days when Mr. Joseph A. Dear, the founder of the paper, was building up his staff, a rather timid girl who had just finished a course in stenography, came to him for a tryout and made good. Speaking of the beginning of her career, Miss Stuhr says: "In those days I was merely a stenographer, and that was all. But somehow I found myself continually straying into the outer office whenever I had an opportunity, for even though I didn't know a thing about advertising, it had a sort of lure for me.'

The work grew more and more interesting, and when, in the course of human events, sometime before the war, the advertising manager left, she "carried on," expecting a new chief to be put in charge any day. "Just about that time the present owner of the paper gave me rather a jolt one day when he very casually said: 'Hereafter, you sign all your mail as advertising manager.' That took my breath

away," Miss Stuhr admitted, "for women advertising managers on newspapers were very, very rare. In fact, I never had heard of one. But when I protested that it was a man's job and that I just couldn't do it, the publisher looked me straight in the eye and said: 'Of course you can do it.' was that. But that phrase has always stuck, and whenever someone says to me, 'You can do it,' I just naturally have to play square and make good."

Another "You ean do it" order came recently when she took over the responsibility of the make-up of the paper, and she has worked out a system of her own which is nearly "fool-

proof."

This particular advertising manager gives a good deal of the credit for her success to the happy cooperation and help of her associates, but that is a thing that works both ways, and she asks no favors because she is a woman.

Personally, Miss Stuhr is the direct antithesis of what one would expect, if the old idea of a successful business woman still held. She is thoroughly feminine in appearance and in her attitude toward life in general, and while she doesn't feel that a woman doing a responsible job in business can afford to have too many domestic responsibilities, she has her own little apartment where she ean cook and tinker in a tiny kitchenette if she feels so inclined-a fact that her friends seem to appreciate.

It might be said of Miss Stuhr that "by her rose ye shall know her." Flowers are her chief delight and she is seldom seen without a blossom of some kind, roses preferred. When sha retires from her present responsibili-ties she expects to spend the rest of her days-except a few reserved for travel—in some quiet spot, raising flowers. She is known among her friends as something of a globe trotter, with a predilection for ocean liners.

About a year ago Miss Stuhr was the leading spirit in organizing a Zonta Club in Jersey City; Zonta being the feminine counterpart of Rotary—a service club for business and professional women-and she is now its vicepresident. She is an active member of the New York League of Advertising Women; and since she has been advertising manager of the League's "newspaper" she has increased its advertising linage from absolute zero to a very respectable showing.

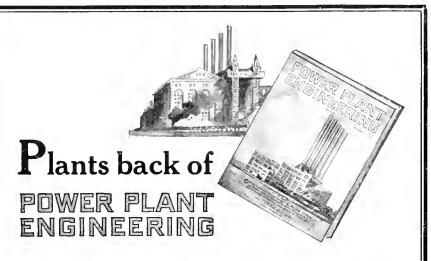
This matter of increasing business seems to be habitual with Charlotte Stuhr, but it hasn't yet become such an old story with her that she fails to get a real thrill when she has to tell some belated advertiser that the paper is "closed for the day," which just proves that she is a very human being.

# The Plain Dealer—ALONE —will sell it



The 3,000,000 people living in this market spend and save \$1,125,000,000 a year. You can contact this enormous Buying power with the Plain Dealer alone.

# The Cleveland Plain Dealer in Cleveland and Northern Ohio-ONE Medium ALONE-One Cost Will sell it



M ANUFACTURERS of products for power plants value prospects in proportion to the extent of their buying power.

Power Plant Engineering is the buying and operating guide of nearly 23,000 men who plan and operate large, up-to-date plants.

Automatically its high editorial quality attracts the progressive men of authority in the power plants of leading industries.

Let us show you the plant-quality back of Power Plant Engineering.

#### POWER PLANT ENGINEERING

Established over 30 years

53 West Jackson Blvd., Chicago, Ill. A. B. P.

A. B. C.

### Vacation

We never take one—for over 6,000 people need us all of the time. The hordes of people who come to the Mississippi Coast all read The Daily Herald; and the residential citizens all depend on, and look forward to getting, "their home paper."

To these folks The Daily Herald—with the largest circulation of any newspaper in South Mississippi—takes your advertising; selling them your merchandise and products. And the cost is a good investment rather than an experimental expense.

# THE SE DAILY HERALD

GULFPORT

MISSISSIPPI

BILOXI

Geo. W. Wilkes' Sons, Publishers

#### Shoe and Leather Reporter Boston

The outstanding publication of the shoe, leather and allied industries. Practically 100% coverage of the men who actually do the buying for these industries. In its 67th year. Published each Thursday. \$6 yearly. Member ABP and ABC.

Folded Edge Duckine and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Displays

THE JOHN IGELSTROEM COMPANY Massillon, Ohio Good Salesmen Wanted

#### No More Hard Times

[CONTINUED FROM PAGE 24]

eral depression will, by that time, have become an old story. Even the dullest will have thrown over advertising, pulled in salesmen, slowed down the factory, and stopped spending money. So, by common consent, everybody sits waiting for some act of God to wind up the works and start the machinery going again.

On the other hand, by the time business reaches the stage of being the "same" good business, the forecasters are already busy sweeping the horizon for signs of an approaching thunder cloud. Since the enterprising young men and experienced old men who sit sentinel on the ramparts are, by instinct and duty, news gatherers; and, since speed is the essence of news, we may rely upon every cloudlet's being faithfully reported, with now and then a transient duck or sparrow thrown in for good measure. And, since we never take good news quite so seriously as we do bad, depression begins to creep upon us.

So, like the King of France who marched up the hill and down again, we no sooner catch sight of high prosperity's gilded peaks than we begin desperately wondering how we are ever going to get down again without breaking our necks. Before the real scholars have checked up enough charts to be certain we have actually arrived, the more timid business men have already "distributed" their risks, and even the conservatives are cogitating plans to throw over their advertising, pull in their salesmen, slow down their factories, and stop spending money.

IIIS leaves only Number 1. Since we are unhappy when business is worse (Number 3), and discontented or apprehensive when it is the same (Number 2), the only bright spot in our whole cycle is the single fleeting moment when all signs point to increasing prosperity. And even there the forecasts defeat their own ends! All industry makes one wild simultaneous leap. That we proved in the springs of 1925 and 1926. Our 25 per cent extra factory power is turned loose; advertising is uncancelled; salesmen rehired; and choice portions of the Millennium written into every budget.

In the old days before commodity inflation, this also used to be a signal for everybody to bid up prices against his neighbors. Happily that aggravation is obsolete. Our present prosperity, fortunately, is based, not on bidding prices up, but on allowing them to take their normal course down.

Coming prosperity-like the slowly descending cross section of a pyramid -depends on a vastly increasing base of mass consumption. And of that triangular base, the first corner is Lower Prices; the second, Hand-to-Mouth Buying; the third, Installment Selling. Three years ago hand-to-



#### Announcing the Increase of the National Street Car Advertising Contract of the Campbell Soup Company to Two Full Runs

THE CAMPBELL SOUP COMPANY created the original market for canned soup by Street Car advertising, which they used exclusively for twelve years. They then started magazine advertising which they used exclusively until 1925.

On January 1st, 1926, the Campbell Soup Company added Street Car advertising to their magazine publicity with a National contract

for a card in every Street Car of the United States.

On July 20th, 1926, less than seven months after they resumed Street Car advertising, the Campbell Soup Company made a new contract for a term of years which permanently increases their service to two full runs of the entire S. R. A. list.

Owing to space conditions, it is impossible to place two Campbell cards immediately in the cars of every city and because of that fact, the Campbell Soup Company have allowed us to build up their service to two full runs as space becomes available in the sold up cities.

The Campbell Soup Company have made a wonderful success of the canned soup business, but by far the greater percentage of the total volume is represented by only a few of their twenty-one different kinds of soup.

Nearly every consumer knows Campbell's Tomato Soup and Campbell's Vegetable Soup, and many housewives know a third soup of Campbell's—some order the Bean, others serve the Asparagus or the Chicken or the Pea or the Mulligatawny or the Beef or the Clam Chowder, but of the millions of housewives who enthuse

over Campbell's Tomato Soup and Campbell's Vegetable Soup, only a very small percentage knows two additional varieties of Campbell's

Soup.

The recipe—or rather the policy of Dr. J. T. Dorrance, President of the Campbell Soup Company, for the making of his other nineteen soups, is identical with his policy for the making of his Tomato Soup and Vegetable Soup. That policy is to make each soup perfectly delicious.

Soup belongs in the daily diet and with twenty-one different kinds of Campbell's to choose from, the housewives of America should and can make their dinners more interesting and enjoyable by starting each one with a different soup.

As an example, hundreds of thousands of families prepare Clam Chowder every Friday—but if they ever tasted Campbell's very few would go to the expense and trouble of making their own clam

chowder.

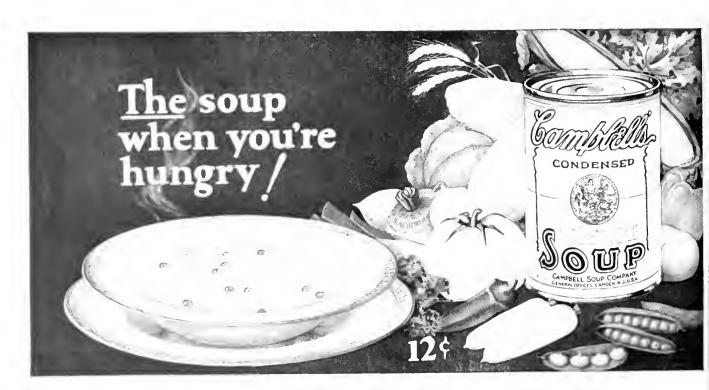
With the additional card in every Street Car of the United States, the Campbell Soup Company will be able to show appetizing reproductions of their different soups—and besides making them known to a much greater extent, they will follow up the people, every hour of the day, day after day, for definite periods of time, on each soup.

It seems reasonable to believe that the more than 40,000,000 riders in the Street Cars every day will show a response to the Street Car advertising of the Campbell Soup Company on their other soups proportionate to the returns they received years ago on Tomato Soup from the 20,000,000 daily riders which was the average of those years.

Maruard

National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.





THE JEWELERS' CIRCULAR, New York, has for many years published more advertising than have seven other jewelry journals combined.

#### THE AMERICAN ARCHITECT A. B. P. Est. 1876

"Advertising and Selling to Architects," a booklet prepared to give you a better understanding of the architectural field, is now available.

Your copy will be sent upon request.

243 West 39th St.

New York

#### The Standard Advertising Register

is the best in its field. Ask any user. Supplies valuable information on more than 8,000 sd-vertisers. Write for data and prices.

National Register Publishing Co. Incorporated

15 Moore St., New York City R. W. Ferrel, Menager

 $T_{\Omega}$ Reach ) Lumber Manufacturers, Woodworking Plants and Building Material Dealers use the

#### American Sumberman

CHICAGO, ILL. Est. 1873

Bakers Weekly A.B.C.-A.B.P. New York City NEW YORK OFFICE—45 West 45th St. CHICAGO OFFICE—343 S. Dearborn St. Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analy-



#### CATCH THE EYE!

Liven your house organs, bulletins, folders, cards, etc., with eye-gripping cuts—get artwork at cost of plates alone. Send 10c today for Selling Aid plans for increasing sales, with Proof Portfolio of advertising cuts.

Selling Aid, 808 S. Wabash Ave.,

#### Topeka Daily Capital

The only Kansas daily with circulation thruint the state. Thoroughly covers Topeka, a midwest primary merket. Gives real co-operation. An Arthur Capper

Topeka, Kansas



Bakers' Helper has been of practical service to bukery owners for nearly 40 years. Over 75% of its readers renew their subscriptions by mail.

York Office 431 S. DEARBORN ST., E. 42nd St. CHICAGO, ILL. New York Office 17 E. 42nd St.

mouth buying was thought to imperil the whole financial structure. Now it is welcomed as a stabilizer. There are only a few left to preach against installment selling. Yet lower prices the most logical and inevitable of all the elements working towards sounder industrial conditions-are still deplored by many well informed business men as a threat against prosperity.

Until the certain coming of lower prices, along with intelligent hand-tomouth buying and properly safeguarded installment selling, is clearly recognized as a blessing and not a threat, we shall still have a good many unnecessary forebodings-and a lot of false alarms.

Other elements, naturally, will help materially our safe descent to substantial foundations for future prosperity. One is recognition of the fact that it is not necessarily fatal to fall behind last year's gross income-if the net income runs ahead. Another, that although prices will continue to go down, quantity production is not necessarily the only road to profits. Selective selling, simplification of manufactured lines, and the slicing off every ounce of nonproductive effort will all come in due time.

OT everyone is fortunate enough to be a Henry Ford, cutting away from a particularly high price onto a cushion of practically unlimited universal demand. Many others will have to discover some day that their natural market, worked at minimum expense and maximum efficiency by a hundred picked money-makers, may yield twice the profits of a forced market worked by a thousand average producers.

Just now we are at the very peak of prosperity. How long we stay depends more or less on our own intelligence. But in any event we need fear no more hard times.

The Law of Compensation is the most inexorable and absolute in the universe; it governs alike in its equal inflexibility the most stupendous industrial operation and the tiniest personal impulse. Yet few of us take it seriously into our calculations.

For naive ingenuousness, hardly to be expected these days in a ten year old maiden, nothing could be more charming than the delighted surprise of the entire business world when reports finally convinced it that the U.S. Steel would not shut down this August. For three years we have all been watching its curve-chart of unfilled orders flatten out from huge peaks and deep valleys into a tiny wriggle like the tail of a busy mouse. We have watched production speed up and advance requirements slow down until unfilled steel orders aren't a month ahead of current needs. For three years we have discussed and heard discussed hand-to-mouth buying as a new dominant principle. Yet when it actually works before our wondering eyes, we welcome like Noah's dove the fact the steel mills, instead of closing

#### The Latest Coverage of Successful Advertising Practice

Just Out!

A book on current practice you will find useful

Examine and judge it for yourself

Mail the coupon for your free . examination copy

DECKY

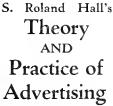
AND

-OF

PRACTICE

AMERISING

HATT.



686 pages, 6x9, 250 illustrations, \$5.00

This new book by S. Anis new book by S. Roland Hall is a text for heginners and a guide for practitioners.

It covers

It covers

—the development of advertising,
the fundamental
principles,

principles, -the methods of rep-resentative advertis-

ers. It explains fundamental principles comprehen-sively, yet it gives the reader a real grasp of working practice in ad-vertising.

#### An idea book -you can use it.

you can use it.

One of the strong features of the book is its emphasis on the interrelation of advertising with other forms of selling.

The three big sections on Copy Writing are a remarkable contribution to the literature of this subject.

The several sections of "Case Material," showing complete advertising campaigns of representative advertisers, carefully described and analyzed, are of special interest.

The ettention given to di-rect and mall-order advertis-

The careful treatment of marketing research—
The detailed discussion of problems of retail advertis-

ing— are other special features of the book.

See your copy FREE
Send for a copy of this
new fact-packed book. It is
rich with current advertising
exprience on all kinds of
advertising efforts. A copy
comes free—for 10 days' exauination — for just your
coupon request. It's well
tooth requesting.

Mail the Coupon

	W-175	
McGraw-Hill Fre	e Examination	Сопроп

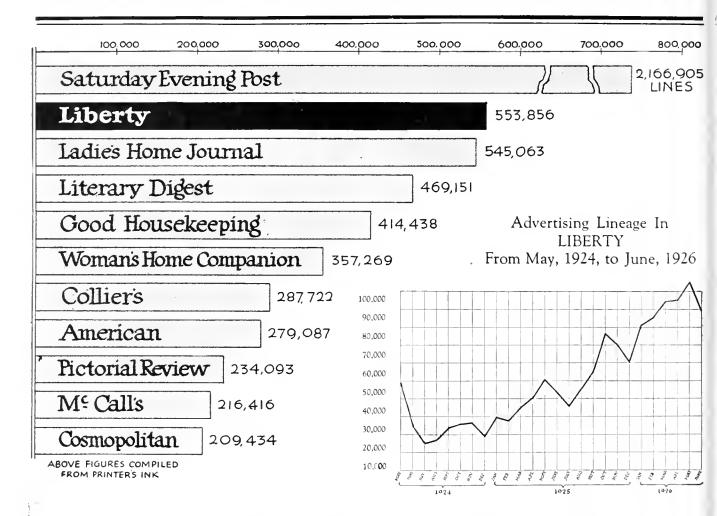
IV.	lcGR.	AW-HILI	r Roc	JK.	CO.,	INC.
	370	Seventh	Ave.,	N.	Y.	

You may send me for 10 days' free ex-mination HALL'S THEORY AND amination PRACTICE OF ADVERTISING, \$5.00. I agree to return the book, postpaid, in 10 days or to remit for it then.

Name																
Address																
Position					•					٠						
Company																

A.F. 8-25-26

# TWO YEARS OLD



# Already Second

Morinted by LIBERTY during the first six months of 1926 than by any other magazine of general character, with the exception of The Saturday Evening Post.

The above chart, compiled from Printers' Ink figures, shows that LIBERTY, while only two years old, is already second! The small graph illustrates the growth of LIBERTY from the first issue up to June, 1926. The unprecedented endorsement of leading agencies and outstanding advertisers in all classifications of American industry has made this record possible.

From the start Liberty was built to make the manufacturer's advertising dollar more effective.

# ALREADY SECOND

#### Notice of Rate Increase

THE first six months of 1926, LIBERTY'S advertisers were promised a circulation of 1,100,-000 copies. They got it.

Now, LIBERTY announces an average circulation for 1927 of 1,350,000,—an increase of 250,000 copies. LIBERTY has never failed to keep a promise.

Up to November 1st, 1926, advertisers can contract for space

through the rest of 1926 and the entire year of 1927 at the current rates based on 1,100,000.

If you buy before November 1st, you receive a bonus of 250,000 circulation absolutely free.

Many advertisers have already assured themselves of this bonus of 250,000 circulation. Get the details before November 1st.

#### Why Advertisers Endorse LIBERTY

LIBERTY'S 99% news-dealer circulation insures that every issue every week will be used.

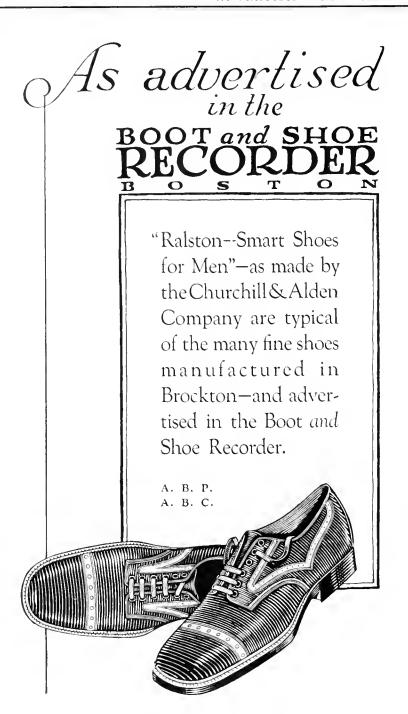
The unique make-up of each issue insures visibility to all advertisements. There are "No Buried Ads" in LIBERTY.

LIBERTY also includes within the covers of each issue the features and departments of men's, women's and general publications. This insures multiple reading by the whole family and makes advertising more effective.

In addition, LIBERTY has directed circulation—78% being concentrated in the 225 counties of the United States in which all cities of 25,000 population and over are located—the area where people make and spend more.



247 Park Avenue New York City General Motors Bldg. Detroit, Mich. 705 Union Bank Bldg. Los Angeles, Cal. Tribune Square Chicago, Ill.





511 E. 72d St. Rhinelander 3960 New York City



At the conclusion of each volume an index will be published and mailed to you.

down, keep running at 85 per cent capacity.

The same phenomena will, in the future, govern hard times and business panics. If people could only bring themselves to realize it a lot of unnecessary worry would be saved. Daily business reports, weekly business reports, monthly business reports, even quarterly business reports; financial pages, financial journals, industrial press; bank reports; stock brokers' letters; Federal Reserve reports, Bureau of Labor bulletins, Department of Commerce volumes, reports by credit agencies; Babson, Brookmire, Shaw; Hamilton Institute, Harvard, New York University, keep flowing a marvelous supply of facts and figures practically all pointing, more or less, towards the future. Already these statistical soothsayers have stripped the Stock Market of its former fame as a barometer of trade.

More important, however, while these thousands of advance warnings won't, like the board appointed by the wise King of Semimoronia, keep business good, they will prevent its ever becoming very bad. They are our modern vaccination - inoculation against hard times. Some day they may prevent the disease altogether. In the meantime there is no need for any man to endure both the vaccination and the disease. Just as surely as these reports put a damper on individual enterprise, just so surely will they minimize community disaster. Every business man may go ahead confident in that assurance.

#### American Salesmanship Wins Success

[CONTINUED FROM PAGE 34]

manufactured specialties. That expansion assures room for any traders from either side of the Atlantic who are in a position to meet satisfactorily these new needs. International trade in manufactures today by no means involves the old pre-war conflict of extermination between competitors.

The natural characteristic of exportation of manufactured goods as contrasted with raw materials is steadiness. Except when at rare intervals some wholly abnormal event at home or abroad interferes, sudden ups and downs are unlikely. Exports of products of the soil—raw materials and foodstuffs often vary sharply as the result of changes in crop production, not only in the exporting country, but in foreign importing countries and in competing export countries.

Production of manufactured goods is in very great measure subject to human control, and a country with a large manufacturing industry is always in a position to meet the demands of foreign consumers.

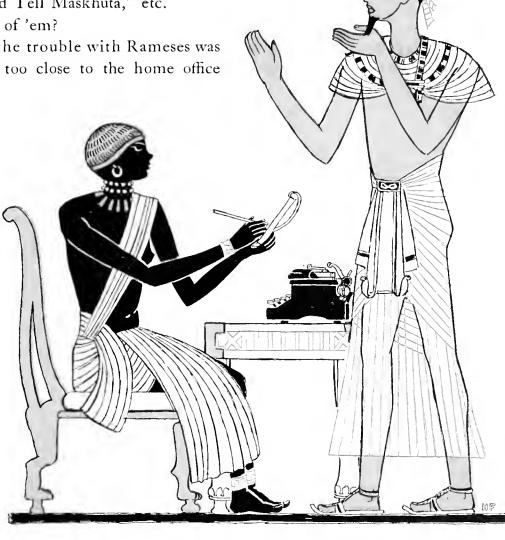
At the same time, those demands under normal conditions are quite

#### RAMESES TELLS THE WORLD

"Business is good. Rameses Wheat is nationally advertised, and has complete distribution in all the big cities of Wadi Tumilat-Pithom, Tel Rotab, and Tell Maskhuta," etc.

Ever hear of 'em?

You see, the trouble with Rameses was that he stuck too close to the home office



and got all his information from a few branch managers. There were millions of his citizens right then who had never heard of the Egyptian king's wheat cities, but Rameses didn't know about these folks. And now, if you want to hear what he told the world about the Rameses Wheat Corporation, you have to page a college professor with a magnifying glass and slip over to Egypt for a spell.

Comfort Magazine can help you to avoid making Rameses' mistake. It can tell its six million readers out on the farms and in the little towns about your goods. Furthermore

it can furnish you with some mighty interesting information concerning the buying habits of these same people.

Write to our nearest office for further information.



THE KEY TO HAPPINESS AND SUCCESS IN OVER A MILLION FARM HOMES

#### AUGUSTA, MAINE

NEW YORK . 250 Park Ave. - CHICAGO . 1635 Marquette Bldg. LAST FORMS CLOSE 18TH OF SECOND MONTH PRECEDING DATE OF ISSUE

#### COPYWRITER

27 years old; Christian; University trained, wishes to become associated with a progressive agency.

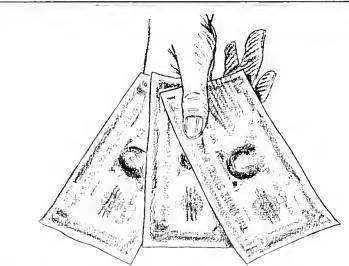
He writes flexibly, pietorially and feels that banal copy were better left unset.

His advertising history, while short in duration (two years), is unique in substance and includes the planning and execution of direct mail, dealer and retail copy.

The opportunity must be ample, the salary nearly adequate.

#### Address Box No. 414 ADVERTISING & SELLING

9 East 38th Street, New York City



# Three Dollars-

What does it represent? Dinner at "Twin Oaks"; a ticket for a summer show (one); a lavender necktie, or:

A year's subscription to Advertising & Selling, the magazine of the new tempo in business. Three dollars will bring it to your desk—twenty-six times a year-replete with the mature judgments and ripe opinions of the recognized authorities in the advertising and selling world.

Spend three dollars to advantage. Clip the attached coupon now and mail it to us with your check.

ADVERTISING AND SELLING Canadian, \$3.50 9 East 38th Street, New York City Foreign, \$4.00 Enter my subscription for one year. Check for \$3.00 is enclosed Send bill and I will remit promptly. Name..... Position .... State

steady. No sudden new outburst of factory production in importing or competing countries is, in the nature of things, to be expected. A far-sighted, well developed export program comprising carefully selected and diversified outlets can readily be readjusted to meet any momentary lull in a given market, due to some local depression, and can take up the slack elsewhere. Moreover, the natural tendency of exports of finished manufactures is to grow.

With the gradual improvement of living standards the world demand for them steadily rises unless some world catastrophe supervenes. It grows much faster than the demand for raw materials, and more particularly foodstuffs.

This capacity of finished manufac-

tures to serve as a balance-wheel in foreign trade is conspicuously illustrated in recent statistics of the United States.

Had it not been for the increase in our exports of this class during the last fiscal year, our total export trade would have shown a very marked slump.

THE aggregate value of all our domestic exports, other than finished manufactures, fell from \$3,108,000,000 in 1924-1925 to \$2,716,000,000 in 1925-1926, or by 121/2 per cent. This was not due, of course, to any change of an enduring character in our ability to market foodstuffs and raw materials abroad.

It reflected chiefly an abnormally poor yield of wheat and rye, and a marked decline in the world price of cotton. All the same, this sharp fall would have had a rather serious effeet upon our international business relations had it not been in large measure counterbalanced by the increase of sixteen per cent in exports of finished manufactures. As it was, our total exports showed a decline of only 21/2 per cent.

Going back further, we find that during each of the last four fiscal years a large increase has appeared in the exports of manufactures. The successive rates of annual increase beginning with 1921-1922 have been: 151/2 per cent, 111/2 per cent, 71/2 per cent, and 16 per cent, respectively. On the other hand, our aggregate exports of all other classes have shown the following changes: from 1921-1922 to 1922-1923 an increase of a bare fraction of 1 per cent; for the next year an increase of 7 per cent; for 1924-1925 an increase of 16½ per cent, and for the fiscal year just closed, a decrease of 12½ per cent. The contrast between these changes is highly significant.

There is every reason to anticipate a steady increase for the future in American exports of manufactured products. They are bound to become gradually a larger and larger share of our total exports. This is the natural result of the growing population and increasing industrial development

of the country.

# The Lillibridge Viewpoint

Number Four

Issued by Ray D. Lillibridge Incorporated

New York

#### "Ruskin's Specific" for Desk Disease

ESK DISEASE, a form of "office-boundness," is a malady not uncommon to advertising agencies. It is an insidious disease that creeps over an organization and, little by little, paralyzes its thinking.

There is, fortunately, a specific for Desk Disease. It might be called "Ruskin's Specific." This famous English writer discovered that if what he wrote was to be convincing, he would have to put in the conviction by means of personal contact with the thing he was writing about. "Half my power of ascertaining facts of any kind connected with the arts," said Ruskin, "lies in my stern habit of doing the thing with my own hands until I know its difficulties."

In a word, Ruskin knew the value of getting the "feel" of a thing from direct contact. It is said that he labored at a carpenter's bench until he could make an even shaving six feet long, and at house-painting until he had "the feel of the master's superiority in the use of a blunt brush," before writing of these things.

#### § §

APPLIED to advertising, no more effective specific for preventing the blight of Desk Disease has been discovered than this "stern habit" of Ruskin's—the habit of rolling up one's sleeves and making shavings and wielding a brush, of finding out for oneself the how and why and wherefore of the thing to be written about and sold.

Had Ruskin been an advertising man, we think he would have added to his specific the even more important habit of getting out and meeting the people who form the market. A tonic always. We took occasion recently to prescribe a liberal dose of this tonic for our own organization. With four clients in the electrical field—Servel, Wagner, Sangamo, and Kerite—exhibiting at the National Electric Light Association Convention, we sent nine members of our organization, including all the principals, to Atlantic City to cooperate with our clients "on the firing line," that we might get the "feel" of the battle, and at the same time keep abreast the progress of this great industry.

"Convention is an economic device," says Burnhaminhis Normal Mind. "To follow convention gives mental relief, and saves one from the mental stress of conflict and decision. A conventional response is easy, the line of least resistance. In independent response is difficult, sometimes laborious, often apparently foolish."

So also is an independent advertising or marketing conception. Yet it is only as we get away from the conventional and work along independent lines that we tap the greatest potentialities.

#### Thomas Dreier on Editors

When Thomas Dreier gave a talk at the Direct Mail Advertising Association convention last October he made a point about editing that also has great advertising significance.

"What the editor really thinks and feels," said T. D., "manifests itself in his work. He cannot conceal himself. Emerson said, 'How can I hear what you say when what you are keeps thundering in my ears?' If the editor likes people, his liking will manifest itself in his

publication and people will find themselves liking that publication. The editor will attract to himself only those people who are in tune with him. No small-minded editor will attract and hold big-minded readers."

It is our belief in this last statement, applying as it does to writers as well as editors, that is responsible for the fact that this agency has no "copy department." Our copy is written by contact executives who are in close touch with the client and his product on the one hand, and with the public forming the particular market involved, on the other. Hence, what they write is bound to attract and hold the reader as no copy written by an ambitious young man with horn-rimmed glasses sitting at Desk 6 in some Copy Room could hope to do.

# A Thin Slice of a Building With a Point

Our that when Fred Stone, the popular comedian, bought the Pullman Building, facing on Madison Square Park, New York, he probably figured that there would never be a tall building abutting his on its southern side to shut off the light, for the plot to the south was occupied by the new Madison Square Presbyterian Church, and surely a church—especially this beautiful little architectural gem designed by the renowned Stanford White—would stand always.

But the church's congregation moved uptown or out of town, and the church was razed. On its site the Metropolitan Life Insurance Company built a tall office building, smack up against Stone's.

Today the Pullman Building is merely a thin

slice of a building between two very tall ones, a warning to business men that it is unsafe to take anything for granted, for changing habits of life and shifting centers of population wipe out established institutions with ruthless disregard for sentiment.

#### § § §

So also are markets affected. What seems a permanent market today may disappear suddenly; but there may be a new market or a new opportunity just around the corner.

One of the good points about our Fee-and-Budget System is that we are able to maintain a very much more detached viewpoint on a client's marketing problems and to devote ourselves profitably to the study and development of new markets regardless of whether our work results immediately in commission-bearing advertising.

Perhaps you would like to know more about the Lillibridge Fee-and-Budget System. We have a bulletin that explains it which we'll be glad to send on request.

#### As Other Men Sell Soap

Thay be that this paragraph will come before the eyes of some man of means and vision who has in his heart a message of social significance which he would like to "sell" to the American public through advertising, just as other men sell soap or furniture or transportation.

To any such we would like to say: This is one of the fields of advertising in which we aim to be of special service. We have some very definite ideas which it would be a pleasure to talk over with any man or woman who is thinking along these lines.

#### RAY D. LILLIBRIDGE INCORPORATED

Advertising

NO. 8 WEST 40TH STREET \* NEW YORK
Telephone: Longacre 4000
Longacre 4000



By the Advertising Club of New York. "Advertising and Selling Digest." Compiled and written by William G. Lownds, Edward D. Chenery and George J. Wiltshire. The thirty-six lectures given by authorities in each subject before a large class are here put in a concise form. A great deal of information is presented which does not appear in the ordinary text book, for the volume contains facts which advertising men are actually wanting to know. Many of the facts were included as a result of questions that were put to the lecturers. Price \$4.

BY THE FIRST NATIONAL BANK OF LOS ANGELES, PACIFIC SOUTHWEST TRUST & SAVINGS BANK, AND FIRST SECURITIES COMPANY, Los Angeles, California. "Making Letters Build By Lawrence C. Lockley, Business." M.A. Designed primarily to meet the needs of the business man, this little volume should be of use to all who write commercial or official letters of no matter how apparently slight importance. The author points out in a clear fashion the very tangible value of correspondence well written in good English. He gives excellent advice and rules for attaining those qualities. His paragraphs on grammar and diction make clear the solutions to problems which trouble many. There are chapters on dictation, making letters easy to read, and the form paragraph sys-

By "The Milwaukee Journal," Milwaukee, Wis. "Consumer Analysis of the Greater Milwaukee Market. 1926." This is an exhaustive analysis of the consumer market for commodities in Milwaukee. The well arranged compilation of facts and figures was based upon personal interviews with three per cent of all the families, a typical cross-section of consumers. It contains a pertinent chapter on family habits. Illustrated. Free upon request.

BY THE NATIONAL FOREIGN TRADE COUNCIL. "Can We Compete Abroad?" By C. C. Martin. The author has prepared in a very readable fashion an account of American achievement in foreign commerce, and has intentionally avoided discussing the technique of foreign trade, the economic principles involved and the incident exchange problems. The book presents actual experience and practice which tell the story without technical or economic comment. An interesting feature is the inclusion of testimony regarding American exporting from our overseas competitors. To be had upon application to O. K. Davis, Secretary, National Foreign Trade Council, India House, Hanover Square, New York City. Price twenty-five cents.

HEN one of our clients has an advertisement that must be rushed into type without a layout, we gladly assume the responsibility... He may call on us also for style-layouts and suggestions for new campaigns, and for consultation on questions of typography and printing... These things are matters of everyday service with us and our clients often put them to good use.



WIENES TYPOGRAPHIC SERVICE, INCORPORATED

203 WEST FORTIETH STREET

NEW YORK

Thomas Edison Bernard Shaw John Galsworthy HERBERT HOOVER
WILLA CATHER
SIR OLIVER LODGE

write for the Forum's fall and winter issues. The outstanding character of its contributors is one of the distinctive features which explains the remarkable progress of this magazine.

Member Audit Bureau of Circulations

### FORUM

America's Quality Magazine of Controversy

2.47 PARK AVENUE

NEW YORK

### Individuality

NE of the most fascinating facts of zoölogy is that of Protective Coloration.

Butterflies are splotched with the color of the leaves among which they flit; the partridge and deer turn red in autumn, the rabbit white in winter; tree toads are mottled like the bark upon which they live.

And the human animal has seized upon the idea. He paints his battle-ships to merge with the colors of the sea. He clothes his armies in colors almost invisible at a distance in the brightest sunlight.

Protective Coloration is a phase of things where the individual counts for nothing; where the mass counts for all.

But in modern commercial life the conditions are reversed. The individual counts for everything. Not the man who most resembles his background who survives; but the man who is most different from his neighbor.

The vital breath of commercial success is individuality.

He who is the same dun color as the mass gets the mass reward—the opportunity to work all his life for a bare living. Nowadays the real protection from submergence is non-resemblance.

The most potent factor in the cultivation of commercial individuality is advertising.

The very act is a declaration of independence: a defiance to the drabs; a vote of confidence in a product able to stand the scarching scrutiny of public print; a plunge into the great every-wight-for-himself fight of today; a challenge to any competitor who would attempt to submerge him among the also-rans.

Be the advertiser with something different in product, media, copy and display and you may tell all rivals to whistle down the wind for the chickamon.

O. R. Maujev.

INDUSTRIAL POWER

608 So. Dearborn Street

Chicago, Ill.

If Industrial Power has ne quality above all others to distinguish it, it is INDIVITED ALITY. In size, circulation methods and treatment of top's it has a haracter. It is can in this field, Perhaps for the action in the sould read in 42.00 or ferring clans.



#### People Like to Cry

A few days ago, the editor of a magazine showed me the results of an inquiry he is making as to how various contributors to his magazine appeal to his readers.

First, by a surprisingly wide margin, was a woman whose name, until then, was quite unknown to me.

"That's funny," said I. "I should have supposed that So and So or So and So"—naming two authors of established reputation—"would be at the top of the list."

"No," said the editor. "They aren't even in the 'also-ran' class."

"What sort of story did Miss Blank write?" I asked.

"A heart-breaking little tale that brings tears to your eyes."

I understood—then. For, as any theatrical producer will tell you, the surest of "sure fire hits" is the play that "makes them cry."

People like to laugh. Apparently, they like, still more, to cry.

### "Tab" English

Have you noticed that the tabloid newspapers are evolving a "newspaperese" which is all their own?

For example: The Giants defeat the Cubs, 6 to 2. One might suppose that the word "defeat" meets the requirements of the situation and would be used by the man who writes the scareheads for the "tabs." No! He prefers "wreck" or "slaughter."

In the tabloids, prisoners are not released. They are "freed." The district attorney does not announce that such and such a condition will be investigated. It will, he says, be "probed." "Ban" is another word for which the tabloids seem to have a liking. So is "lure."

#### We Shall See

Late in July, the General Motors Corporation made public its earnings for the first six months of 1926. They are at the rate of about \$34.00 a share a year—an amazing showing and one which, I have no doubt, will be regarded by advocates of installment selling as proof that that method is "the goods."

#### They want to know "why"?

Britishers are complaining that Americans who go to Europe for the summer are giving them the "go-by"—are spending most, if not all, their money, on the Continent, and not, as used to be the case, in the "tight little island." They want to know "why?"

Here is the answer: There are in London—and I am sure almost everywhere else in Britain—innumerable "board-residences" where one can live very comfortably for considerably less money than one would have to pay for equally satisfactory accommodations in New York. But at the largest and best known of London's hotels—you know their names as well as I do—the rates are out of all reason. Englishmen know this. You'll not find many of them at the — or the — or the — or the

If all Americans who go abroad were wealthy, it might be quite all right to charge them \$15, \$20, \$25 or \$30 a day for a room for two people. But the fact is that the vast majority of Americans who visit Europe are people of ordinary means; and such prices are beyond them. They may pay them for a day, or two or three, but they are not happy about it.

What London needs and must have if it is to appeal to the average American traveler, is half a dozen large, modern hotels, where one can get a good room for ten or twelve shillings a day. There are scores of hotels in London where such prices prevail; but they are small or located at a distance from the center of things. And they are not modern.

Of my own experience in London. last summer, I have only the pleasantest recollections. I was in that city. on and off, for seven weeks. I staved at a high-class "board-residence" where I paid only about five dollars a day for room and three excellent meals for my wife and myself. In Brussels, we had a gorgeous room in one of the finest hotels in Europe, for which we paid \$5.50 a day-including meals. Friends of ours who were guests at the - in London, paid sixteen dollars a day for their room alone. No wonder, after three or four days in London, they flew back to Paris, where, for less than half sixteen dollars a day, they had a better room and three excellent meals. JAMOC.

### GOOD WILL Guaranteed

Assets that increase as inevitably as funds at compound interest.

### Every

advertising page, like every editorial page in Good Housekeeping, is guaranteed. Readers believe in Good Housekeeping because they have learned that they can trust it. Advertisers know that only sound products, for which fair claims are made, can be shown in Good Housekeeping's pages and

### Total Accounts Carried First Six Months of 1926

The record of advertisers in Good Housekeeping offers convincing proof of their Good Will toward this magazine. Measured in terms of the number of advertisers and the number of pages of advertising that they used, their actions show the strength of their justified confidence. The present situation is not a sudden development, but a renewed demonstration of Good Will that has prevailed for years. Here is the record of the Six Leading Women's Magazines for the first Six Months of 1926. In the following tabulation, No. 1 is Good Housekeeping:

Magazine	Total Accounts	Pages of Advertising
No. 1	593	928 -
No. 2	447	$801^{3}/_{5}$
No. 3	369	517
No. 4	210	$239^{1}/_{10}$
No. 5	364	$343^{1}_{10}$
No. 6	329	319

they see that this policy pays by increasing the effectivenesss of their advertising. The resultant Good Will is an asset of value that increases as inevitably as funds at compound interest. The records of advertisers and the attitude of more than a million and a quarter readers are a Guaranty of that Good Will. The records of advertisers speak for themselves, and if you wish to know what consumer Good Will can mean, ask any woman who reads Good Housekeeping.

### GOOD HOUSEKEEPING

CHICAGO

New York

Boston

This is the fifth in a series

### How to Reach the Directors Table of 50,000 Major Businesses

An investigation recently completed among over 200 businesses in the country offers convincing proof that there are from one to six Active Bank Officers on the directorates or acting as directing heads of over 50,000 major businesses. Through the American Bankers Association Journal you reach approximately 100,000 Bank Officers in 22,000 Banks—with a definite assurance your message will be read.

Research men of accredited agencies or advertisers may inspect the investigation records in our office.

Cover Positions in Color Are Available Beginning With the October Issue

### AMERICAN BANKERS ASSOCIATION JOURNAL

Member A.B.C.

110 EAST 42nd STREET - NEW YORK CITY

Advertising Managers

VLDEN B. RANTER, 110 E. 12nd St., New York City CHARLES H. RAVELL, 332 S. La Salle St., Chicago, III. GEORGE WIGHT, 25 Kearny St., Sau Francisco, Cal.

Have Your C <b>Advertisir</b>	- •		9
ADVERTISING AND 9 East 38th Street, New	SELLING	Canadian,\$350 Foreign,\$400	
Enter my subscriptio	n for one year (2	6 issues) at \$3.00	o
Check for \$300 is end	closed. 🗌 Send bi	ll and I will remit p	promptly.
Name	Positi	on	
Address	Сотр	any	
City	State		

### Selling in Uruguay

[CONTINUED FROM PAGE 38]

Among a progressive people a demand always exists for the most advanced business appliances. Consequently in Uruguay there is a good market for typewriters. In this market American machines predominate.

For printing machinery, also, a good demand exists. For its small population Uruguay has a large circulation of newspapers. In Montevideo nineteen daily newspapers are published, one of them with a circulation of about 50,000 copies daily. Besides these there are some dailies in the smaller towns and ten weeklies and forty monthly or semi-monthly periodicals. This amount of publication, in addition to other classes of printing, creates a good demand for printing presses and other printing and binding machinery, as well as printing inks.

HE number of newspapers and periodicals in Uruguay and their good circulation offer an excellent means of approach to the Uruguayan market. This method is the most usual means of advertising in Uruguay, but advertising has been considerably developed in the last few years and outdoor advertising is becoming popular. The great amount of construction work going on in Montevideo offers an opportunity for advertising, apparently, for in many cases as a building goes up, from the street level to the top of the work placards and bill boards are plastered. As electricity is being more and more used electric signs are increasing, and advertising by window displays is becoming more general, although window demonstrations are as yet rarely used.

Although so small in area and in population Uruguay stands eighth in the trade of the United States with the Latin American countries. And it is only at the beginning of its possibilities. Its industries and purchasing power will develop and with this development will come an increased demand for imported goods. Moreover, its population, new only about 1,600,-000, will increase beyond the usual increase from the birth rate. Uruguay, like Argentina, is drawing an excellent type of immigrant from Europe, and with the decrease in the quotas permitted to enter the United States, immigration to the South American republics is growing.

In a market of such good actual and potential trade, it is natural that American manufacturers should meet keen competition from the European firms. The investment of capital has been one of the methods employed by Europeans in furthering their foreign trade. With a growing demand in Uruguay for electrical supplies and equipment, a German firm has recently applied for articles of incorporation in Uruguay for the purpose of opening a branch house

4

### WHEN THE PRESIDENT APPROVES AN AD (It's a Serious Thing)

When the President okays an ad it's an important moment. He drums on the table, looks at it with his head on one side, tries the effect upside down.

The advertising man looks a good deal more confident than he feels. . .

The President finally puts his initials to the proof. Not because the ad is fair, or pretty good. He approves it because he thinks it is the best he can possibly get.

Then (like as not) he calls in his secretary and dictates a memorandum to the purchasing agent to the effect that the Company is spending too much money on its letterheads.

Many executives, solicitous about their advertising, fail to recognize an advertisement when the label is left off. Letter paper is advertising without the label. So is a bronze door. So is the President's big polished desk of Circassian walnut. All are ads.

Take your stationery out of the class of office expense. Ask your printer to show sample sheets and envelopes of Crane's Bond—a fine business paper which has the look and feel of value, the atmosphere of quality, the strength and permanency which any business would like to put into its letters.



AN INTERESTING BIT OF HISTORY: The word "bond" as applied to paper originally meant only Crane's. The engraver spoke of Crane's bond paper, meaning the paper which was used for engraving securities. Almost all bonds now are engraved on Crane's Bond, and it is still the true bond paper, though custom applies the term loosely to any paper used for business stationery.

CRANE & COMPANY, INC. DALTON, MASSACHUSETTS

### Advertisers' Index

[a]	[j]	large packing houses is owned British company and about cent of the railroads of the
Allentown Morning Call	[1]   (0.4)	is controlled and operated by capital. Great Britain, in par has a good hold upon the truguay. During 1922 and 192 Britain and the United States r. to neck in supplying goods
Animated Products Corp 50	Liberty       60-61         Life       9         Lillibridge, Ray D       65-66	Uruguayan market. But in li United States forged ahead of Britain, and the trade figures f indicate that this country stil
[ <b>b</b> ] Bakers' Helper59	[m]	the lead in importations into U
BakersWeekly59BartonDurstine & Osborn11BetterHomes & Gardens19Boot & Shoe Recorder62BuffaloCourier-ExpressThe50	McClure's Magazine 76	Answering Mr.
Building Supply News, Inside Back Cover Business Bourse, The		Krichbaum
Butterick Publishing Co. Insert bet, 50-51	[n]	[CONTINUED FROM PAGE 4
[c] Calkins & Holden, Inc	National Register Publishing Co	patronizing attitude toward dire which, like "regular advertisi sufficiently an American institu
Chicago Daily News, The Inside Front Cover Chicago Tribune, TheBack Cover & 82 Cincinnati Enquirer, The	[ <b>p</b> ] Penton Publishing Go	get very mad about it. Dire proponents may be goaded int very unwise and generally harn tivities if many write as Mr. Kri
Cleveland Plain Dealer         57           Cleveland Press, The         41           College Ilmnor         33           Columbia         12           Comfort         63           Cosmopolitan, The         18	Pittshurgh Press 10 Power Plant Engineering 58 Powers-House Co., The 48	has written.  I believe that neither Mr. Krinor the direct mail writers he thagainst faithfully reflect the truof the advertising world. It is
Crane & Co	[q]	tunate that in nearly all control the views of those least represe
[d]	Quality Group, The 53	of the definite sides always sec widest publicity.
Daily Metal Trade         13           Denne & Co., Ltd., A. J.         59	[r]	
Des Moines Register & Tribune         37           Detroit News         74           Detroit Times         51	Richards Co., Inc., Joseph 3	A \$200 Investme
[e]	[s]	[CONTINUED FROM PAGE 2
Economist Group. The	Selling Aid 59 Shoe & Leather Reporter 58 St. James Hotel 50 Standard Rate and Data Service 80 Street Railway Advertising Co. Insert het, 58-59	many "Don't" injunctions. It the purpose to visit with old in their offices; it is to inspect the factory for methods. It is not and lunch with your own sales
[f]	PHISCIL BEL. 30-57	it is to interview rival salesme free "give" as well as "take."
Formm 67	[t]	ness seldom fails to beget fra It is not to gloss over the fault
[g]	Topeka Daily Capital 59	own product; rather it is to yourself on fundamental servici selling problems of the industry
Gas Age-Record     54       Good Housekeeping     69       Gulfport Daily Herald, The     58	[w]	not to entertain and be enter nor is it to "snoop," least of resort to underhand tactics; ra
[i]	Weines Typographic Service 67	is to fare forth as an honest for help. It is well to rememb you can give quid pro quo, a
Igelstroem Co., The J	[y]	would indeed be a poor executive failed to get a "Come again!
Industrial Power 68	Youths' Companion 16	visit has done us a lot of good."

for handling electrical goods. This will give the German firm a strategic position in submitting bids on the numerous public tenders called for by the Uruguayan government and private enterprises. Great Britain, also, has invested money in Uruguay. One of the large packing houses is owned by a British company and about 90 per cent of the railroads of the country is controlled and operated by British capital. Great Britain, in particular, has a good hold upon the trade of Uruguay. During 1922 and 1923 Great Britain and the United States ran neck to neck in supplying goods to the Uruguayan market. But in 1924 the United States forged ahead of Great Britain, and the trade figures for 1925 indicate that this country still holds the lead in importations into Uruguay.

### Answering Mr. Krichbaum

[CONTINUED FROM PAGE 40]

patronizing attitude toward direct mail which, like "regular advertising," sufficiently an American institution to get very mad about it. Direct mail proponents may be goaded into some very unwise and generally harmful activities if many write as Mr. Krichbaum has written.

I believe that neither Mr. Krichbaum nor the direct mail writers he thunders against faithfully reflect the true spirit of the advertising world. It is unfortunate that in nearly all controversies the views of those least representative of the definite sides always secure the widest publicity.

### A \$200 Investment

[CONTINUED FROM PAGE 27]

many "Don't" injunctions. It is not the purpose to visit with old friends in their offices; it is to inspect the rival factory for methods. It is not to golf and lunch with your own sales agents; it is to interview rival salesmen, with free "give" as well as "take." Frankness seldom fails to beget frankness. It is not to gloss over the fault of your own product; rather it is to ground yourself on fundamental servicing and selling problems of the industry. It is not to entertain and be entertained; nor is it to "snoop," least of all to resort to underhand tactics; rather it is to fare forth as an honest seeker for help. It is well to remember that you can give quid pro quo, and you would indeed be a poor executive if you failed to get a "Come again! Your

### As Others See Us

HE accompanying burst of subtle irony, was clipped from a business paper, published somewhere in the entrails of our antipodean prototype, known to the proletariat as Australia. The title is "'Sweated' Words."

America—the land of "boost," the home of the "go-getter," and the "red-blooded he-man," where "pep" abounds, and "live wires" apparently never fuse—the country where the word "wonderful" works overtime, and the "potentialities" of the nation are exploited on a "stupendous" scale. Wealth accumulates to an "amazing" degree, and the experness of the people to develop the eagerness of the people to develop domestic comfort is "unprecedented." In fact there are many of us who have the idea that the chief work of the white section of the community is pushing buttons to switch on electric current to do the real work. "Remarkcurrent to do the real work. able," isn't it!

It would be pleasant to write a snappy come-back to this little squib for the benefit of our Australian subscribers, but for once in our lives words fail us. It must be that our "culture" has spread farther and faster than that of our antipodean friends, for the only things indigenous to that continent which occur to us at the moment are the kangaroo, the convict ship, the platypus and the Anzacs. And to characterize our neighbor as a "red-blooded he-kangaroo" would be something of a strain on a few of the Ten Commandments, not to speak of various Beatitudes.

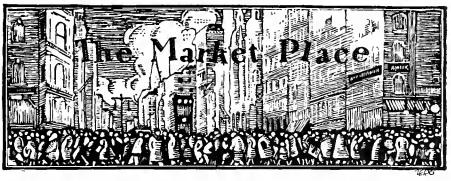
Our ignorance of things Australian does not speak too well for us, but the perception of the Australians does speak volumes for them. They may not be right up to the minute on Amer. ican business methods, but at least they are learning the language. Which adds to our confidence in the future of that remote island continent.

### The Virginia Press Association Elects

At its thirty-eighth annual convention held recently at Pulaski, Va., the Virginia Press Association elected the following officers: president, J. B. Wall, Farmville *Herald*; secretary (re-elected), C. L. Weymouth, Ashland Herald-Progress; treasurer, G. Greene, Clifton Forge Review.

### The Advertising Club of Portland, Ore., Holds Election

At a recent meeting of the Advertising Club of Portland, Ore., the following officers were elected: president, W. P. Merry; first vice-president, G. R. Grayson; second vice-president, G. A. Rebentisch; secretary-treasurer, Harry Fischer.



Rate for advertisements inserted in this department is 36 cents a line—6 pt. type. charge \$1.80. Forms close Saturday noon before date of issue.

#### Position Wanted

Experienced trade paper advertising solicitor wants to make a connection with a reliable publishing firm. Will work on any basis agreeable to publishers where opportunity exists to create a real job for himself. Full details gladly given. Box No. 406, Advertising and Selling, 9 East 38th St., New York City.

WOMAN WRITER seeks position on publication specializing on subjects of interest to women; has edited woman's page for prominent metropolitan newspaper; has served as feature writer for newspapers and magazines; has been fashion editor for well known fashion magazine. (Whole or part time.) Box No. 413, Advertising and Selling, 9 E. 38th St., New York City.

#### Help Wanted

### WANTED, MANAGER FOR JOB PRINTING BUSINESS

PRINTING BUSINESS
We have one of the best manufacturing plants in the United States, with a small Job Printing Department. It is our intention to expand this department and make it one of the best places for all kinds of catalog and job printing work. We want a man who is good at laying out work, in managing the department, and in dealing with customers. If you are such a man, or know him please write us. Box No. 412, Advertising and Selling, 9 E. 38th St., New York City.

WANTED—Eastern publishers' representatives for California Petroleum publication. Box No. 410, Advertising & Selling, 9 E. 38th St., New York City.

#### PUBLICITY PRODUCTS

Advertising Specialty Salesman, character, ability, address; all advertising specialties; prolific field; liberal commission, fullest cooperation free lance and side line men. Litchfield Corp., 25 Dey St., New York.

Here's some general manager's opportunity to get a key man of unusual experience. He claims ability to bridge the gap between dealer and consumer, the bug-a-bear of distribution. He has successfully filled the advertising chair of one of America's biggest institutions, and was made merchandising manager through this ability to get the goods off the shelves.

This knowledge was gained through actual contact with the dealer. In this work he became closely associated with the jobber's salesmen's problems. Made good friends with company's selling staff too.

And his success is huilt on such a simple idea. It's this—"Keep the dealer from switching YOUR sale."

He's 38, married, and American Born.
Address Box 409, Advertising and Selling, 9 East 38th Street, New York City.

Graduate Michigan University, School Business Administration, will sacrifice initial salary for a real opportunity to prove ability. Box No. 405, Advertising and Selling, 9 East 38th Street, New York City.

#### Help Wanted

Single, 29-year old, high type, steady and reliable young man, now secretary and treasurer of prominent realtor company in exclusive Phila.

prominent realtor company in exclusive Phila, suburb, desires change.

Eight years' advertising agency (account executive, copywriting, space buyer, charge of service and production, N. Y. Agency) and N. Y. Times newspaper experience.

Open for only a really worth-while interesting connection. Can meet people. Likes to travel. Write Box 400, Advertising and Selling, 9 E. 38th Street, New York City.

Responsible employers in California or Florida especially invited to respond.

#### Business Opportunities

HARRY I. NEAMAN, successor to The Homewood Pharmacal Co., Pittsburgh, Pa., manufacturer of TODD'S TONIC, is in the market for small ads, not to exceed one hundred words. This tonic is seasonable the four seasons of the year, and about ten advertisements for each season are desired. Will pay fitty cents per line for those accepted. For information as to ingredients and merits of this tonic, write to the above address. gredients and above address.

WE MANUFACTURE FOR YOU. making steel office furniture is open to contract fabrication in quantity of anything suitable for their plant. Box No. 411. Advertising & Selling, 9 E. 38th St., New York City.

#### Advertising Agencies

SMALL ADVERTISERS WELCOME HERE Advertising placed in all publications—display and classified (want ads.) Publishers' Rates. Martin Advertising Agency, 37 W. 39th St., New York City, Phone Penn 1170.

#### Multigraphing

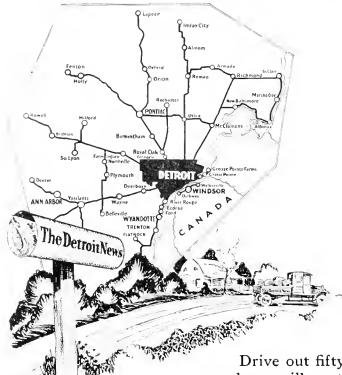
Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC. 120 W. 42nd St., New York City. Telephone Wis. 5483

#### Miscellaneous

#### BINDERS

Use a binder to preserve your file of Advertising and Selling copies for reference. Stiff cloth covered covers, and die-stamped in gold lettering, each holding one volume (13 issues) \$1.85 including postage. Send your check to Advertising and Selling, 9 East 38th St., New York City.

### Today's Detroit News



Reaches the Rural Homes of Its Local Trading Territory as Quickly as the Homes of Detroit Proper

Advertisers using The Detroit News are able to cover America's most prosperous territory at a rate unrivalled in proportion to coverage and returns—a fact substantiated by the leadership of The Detroit News of All American Newspapers in advertising for the first six months of 1926.

Drive out fifty miles in any direction from Detroit and you will see the highways dotted with the crimson containers of The Detroit News' special motor delivery service. Every farmer or suburbanite, no matter how far he may live away from town or village, can have his copy of The Detroit News delivered on the day of publication, often as quickly as it is delivered in Detroit proper. Thus The Detroit News covers its local trading territory, assuring its advertisers adequate circulation in the territory adjacent to the manufacturers' points of distribution—stores and shops easily reached by street car, bus, telephone or rail.

The Detroit News' circulation of 335,000 Sundays and 320,000 Weekdays is thoroughly concentrated so that 94% of its weekday and 80% of its Sunday circulation covers the local trading territory—the most profitable section in Michigan from the viewpoint of the advertiser.

### The Detroit News

Detroit's HOME Newspaper

335,000 Sunday Circulation

320,000 Weekday Circulation



### The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference for The Editor will be glad to receive items of news for inclusion in this department for Address Advertising and Selling, Number Nine East Thirty-eighth Street, New York City



#### CHANGES IN PERSONNEL

		0111111015011		313	
Name	Former Company	and Position	Now Associated W	Vith	Position
A. W. Sullivan		. & Tide Water Sales. s. Adv. Mgr. & Sales		ales Corp	.Gen. Mgr.
William C. Gittinger.	.Tide Water Oil Co	. & Tide Water Sales. ., Adv. & Sales Dept.	Same Company .		.Adv. Mgr. & Sales Develop-
H. O. Reed	.General Outdoor A	ldv. Co., Twin City	Universal Circular	Letter Co.,	ment .Vice-Pres.
J. L. Thatcher, Jr	Bauerlein, Jue., N	ew Orleans	Minneapolis, Mi Same Company .	nn, ••••••	.Space Buyer
D. D. Conkwright					
Louis R. Winter, Jr William La Varre	"Evening Bulletin, "New York Times,	Phila New York	boro, N. C. Clewiston Land Co "New York World	o., Clewison, Fla l," New York	An Charge of Rotogravure
James J. Burnett	"Press," Binghamto Adv. Mgr.	on, N. Y., Classified	Same Company .		Adv. .Adv. Mgr.
Fred Von Ritter Thomas J. Gilmore	,"Herald & Examin ."Commercial Appe	er," Chicago al," Memphis, Tenn	. Kleen-Heat Co., C . Resigned	hicago Branch	.Adv. Mgr.
Lyman E. Comey	Adv. Dept. "Union Republican Springfield, Mass		"Herald," Rutland	l, Vt	.Adv. Mgr.
James B. Heath, Jr	"Harper's Bazar,"	Western Office	New Yorker," Ne	ew York	.Western Mgr. with Office in Chicago
Arthur Freeman	Einson-Freeman, N	ew York, Pres	. Gimbel Bros., Phi	ila	Executive in Charge of Sales and Adv.
	Adv Mar		Raltimore Md		In Charge of Copy & Prod.
Philip O. Deitch	National Better Bu	asiness Bureau	· Klan-Van Pieterso	m-Dunlap Milwaukee, Wis.	.Member of Staff
R. P. Kelley	The Autocar Co., Ass't Adv. Mgr.	Ardmore, Pa	· Timken Roller Be Canton, Ohio	earing Co	Adv. Mgr.
Raymond Kelly	Kimberly-Clark Co Products Co., N	& the Cellucotton. eenah, Wis <i>Gen. Sale</i> Vice-Pres. of latter.	··Resigned		
George T. Piere W. Warren Anderson	"Bulletin," Bend,	Ore., Adv. Mgr	⊶Martin Adv. Servic ⊶W. Warren Anders	ce, Salem. Ore son, Minneapolis	.Mgr. .Owner
C. C. Stockford H. S. Ward	C. C. Stockford Co N. W. Aver & Son.	Phila	· Young & Rubicam.	, Inc., New York	.Сору
Earl G. Iversen	Van Allen Co., Ch Dept.	icago, Merchandising	··Same Company .		.Acc't Executive
Charles E. Maas Stanley Twist	Office Equipment ( Pres. & Publishe	Catalogue	∴Gilman Fanfold C Falls, N. Y.	orp., Ltd., Niagara	.Adv. Mgr.
Harvey E. Golden Warren M. Ingalls	The General Firepi ."Star:Gazette." "Ac	oofing Co., New York  vertiser" and "Tele	Florence Stove Co	el." Winston-Salem	Business Mgr.
E. Percy Johnson	gram," Elmira. N Aunt Jemima Mills. Eastern Sales Mg	. 1., Aav. Mgr. Co., St. Joseph, Mo r.	N. C. ∴California Fruit G San Dimas Cal	rowers' Exchange.	Sales Mgr., Products Dept.
John Condon	Partne <del>r</del>				Pres. & Treas.
David Lampe F. Heath Taylor Fred H. Chapin	The Hecht Co., Ba William T. Mullall	y, New York	. Frank Kiernan & C	Co., New York	.Acc't Executive Pres.
A. W. Henn	National Acme Co. The Todd Co., Roc	., Cleveland, <i>Pres</i>	. Same Company . American Institute	e of Steel	.Chairman of the Board .Mgr., Dept. of Public In-
David Osborne	Adv. Mgr. The Todd Co Roo In Charge of Pu		Construction, Ne Same Company	ew lork	formation Adv. Mgr. *
Harold O. Reed			. Universal Circular Minneapolis	Letter Co	.Vice-Pres.
R. E. Hill	Winchester-Simmor Vice-Pres. & Ger		Draper-Maynard Co	o., Plymouth, N. H	Sales Mgr.
S. Henry	Winchester-Simmor Sales Mgr.	s Co., <b>T</b> oledo, Ohio	-		
	American Furnitur Publicity Mgr.				Mgr., Merchandising Dept.
A. M. Hurwood	Van Dyke Gravure	Co., Pro. Mgr	Florida Rotogravu De Land, Fla.	ire Corp.,	Vice-Pres. in Charge of Pro.

## Building Fame for Rudyard Kipling



OMING out of the East with a bag of manuscripts, Kipling received a cold welcome both here and in England. McCLURE'S, publishing "Captains Courageous" and "Kim," first introduced him to America.

And McCLURE'S has probably discovered and introduced more famous, popular authors than any other magazine.

Although the new McCLURE'S publishes the work of some of the most popular story-tellers, it continues its quest for new writing talent. With an editorial policy calling for the best in romantic fiction, it appeals to men and women, to youth and age. But, after all, youth and romance are synonymous. And youth is impressionable, easily influenced.

Adding new friends to those made through 33 years, McCLURE'S, The Columbus of Writing Talent, guarantees an A.B.C. sale of 200,000 copies. Upon this figure, the rate of \$1.10 a line and \$450 a page is based.

Because all the power of the International Magazine Company is behind the new McCLURE'S, because 60,000 distributors are pushing sales, because circulation advertising is appearing in 90 metropolitan newspapers, we believe that you, and other advertisers who buy McCLURE'S now, will receive considerable excess circulation above the guarantee.

In addition to this circulation bonus, McCLURE'S will give you growing readerinterest in the principal trading centers of the country—your most productive marketing areas.

## The Magazine of Romance

R. E. BERLIN, Business Manager 119 West 40th St., New York Chicago Office, 360 N. Michigan Ave.



### Advertising • The NEWS DIGEST • Issue of Aug. 25, 1926



#### CHANGES IN PERSONNEL (Continued)

Name	Former Company and Position	Now Associated	With	Position
Marvin F. Casmir C. H. Compton	Dorland Agency, Inc., New York	.W. I. Tracy, Inc .Carroll Dean Ma	., New York urphy, Inc., Chicago.	.Copy .Acc't Executive
W. F. Martin	"Times," Los Angeles, Cal., Auto. Editor. Penn Spring Works, Inc., Sales Mgr Bigelow-Hartford Carpet Co., New York.	. Resigned		
	Sales Mgr. Bigelow-Hartford Carpet Co., New York.			
Edgar S. Bloom	Vice-Pres.  American Telephone & Telegraph Co., New York, Vice-Pres.	.Western Electric	Co., New York	Pres.
Charles G. Dubois A. McD. Dempster	. Western Electric Co., New York, Pres Cargill Co., Grand Rapids, Mich Director of Art & Engraving	·Powers·Tyson Pi	rinting Co., Grand	Chairman of the Board Pro. Mgr.
Hal King	E. Katz Special Adv. Agcy., New York  Pacific Coast Rep.	"Bulletin," San	Francisco	Adv. Mgr.
L. C. Lincoln	Sonora Phonograph Co., New York  Adv. Mgr.	.F. A. D. Andrea	, Inc., New York	Adv. Mgr.
P. E. O'Connor	White Motor Co., Cleveland	Columbian Steel	Co	Sales Mgr.
Richard J. Kelly	In Charge Petroleum Group. United Publishers' Corp., New York	"The American "The Restauran	Restaurant" and	Eastern Mgr.
A. A. Archbold J. D. Kenderline	J. E. Marsden Glass Works, Ambler, Pa Grant & Wadsworth, Inc., New York "The Snrvey" and the "Survey Graphic,". New York, Circulation Mgr.	.Resigned. .McKone Tire & 1	Rubber Co., Chicago,	Adv. Mgr. Business Mgr.
Arthur Rose	Michelin Tire Co., Milltown, N. J	The Merit Tire of Indianapolis.	& Rubber Co,	Asst. Gen. Sales Mgr.
Barnes R. Harris	"The Merchants' Journal & Commerce,". Richmond, Va.	Resigned.		
•	Adv. Mgr. and Associate Editor Yellow Truck & Coach Mfg. Co	Pontiac, Mich.		
	Willys-Overland Sales Co., Ltd., Toronto Ont. Mgr. Montreal Branch	.Same Company .		
Ralph M. Beckwith	Queen City Printing Ink Co	.Rapinwax Paper	Co., St. Paul	Sales Mgr.

#### CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
Sloan Valve Co	. Chicago D. New York New York Cincinnati Chicago Monroe, Mich New York	Tailors Solvents Jewelry Men's Belts Toilet Flusher Valves Automobile Accessories Education	Fred M. Randall Co., ChicagoHazard Adv. Corp., New YorkHicks Adv. Agcy., New YorkThe Marx-Flarsheim Co., CincinnatiLord & Thomas and Logan, ChicagoCampbell-Ewald Co., DetroitCampbell-Ewald Co., Detroit
		Ladies' Hats	.The Marx Flarsheim Co., Cincinnati
DeVry Corp	.Chicago	Motion Picture Cameras and Projectors	Campbell-Ewald Co., Chicago
Fred W. Amend Co	.Long Island City, N. Y.	.Candy	·Campbell·Ewald Co., Chicago ·Erwin, Wasey & Co., New York ·Lord & Thomas and Logan, Chicago
Motor Improvements, Inc *John H. Woodbury and the John H. Woodbury Laboratories, Inc	New York	."Purolator" Oil System.	.J. Walter Thompson Co., Inc., New York .Harry C. Michaels Co., New York
Kalo Co		.Stock Feeds, Minerals and Tonics	.Frank B. White Co., Chicago
Ted Toy-Lers, Inc	.New Bedford, Mass .Minneapolis	."Ted-Toys"	.W. I. Tracy, Inc., New York .W. Warren Anderson, Minneapolis
The Thomas Y. Crowell Co The Lorenz Publishing Co	.New York	.Publishers	.G. Howard Harmon, Inc., New York .G. Howard Harmon, Inc., New York .G. Howard Harmon, Inc., New York .Calvin Stanford Adv. Agency, Atlanta, GaWm. T. Mullally, Inc., New York

This does not affect the account of the Andrew Jergens Co., Manufacturers of "Woodbury's Facial Soap" and "Jergens'" Lotion.

### Announcement

To serve manufacturers and their advertising agents more conveniently, the McGraw-Hill Publications have opened a district office in New York City. This office is located at 285 Madison Avenue, between 40th and 41st Streets.

The personnel of this office will be restricted exclusively to the sales and counselors' staff of the Atlantic District of the McGraw-Hill Publications.

EVERY BIT of industrial marketing information that is available through the headquarters organization and district offices of McGraw-Hill Publications will be available in this new office.

We cordially invite manufacturers and advertising agents to make use of this conveniently located office.



#### H. W. McGraw, General Manager Atlantic District, McGraw-Hill Publishing Company, Inc.

C. A. Babtiste	J. M. Gilmer	William A. Reid
R. A. Balzari	WILLIAM HANDLEY	N. C. Robbins
W. K. Beard, Jr.	C. S. Holbrook	J. H. Rudd
E. H. Bedell	I. S. Holbrook	L. V. ROWLANDS
David Cameron	W. E. Kennedy	FRED W. SCHULTZ
H. A. Clark	H W. Mateer	A. L. Staehle
J P Clark	C. L. Morfon	RUPERT THOMAS
C. J. C. Clarke	N V Palmer	John Van Norden
GEORGE DUFFIELD	M. A. Williamson	F. S. Weatherby

Telephones: Lexington 3161, 3162, 3163, 3164



### • The NEWS DIGEST • Aug. 25, 1926 & Selling



#### CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Address	Product	Now Advertising Through
H. H. Robertson Co	.Pittsburgh, Pa	.Asbestos Metal Road Material	Ketchum, MaeLeod & Grove, Inc., Pittsburgh
International Agriculture Corp		.Fertilizer	
The Butterick Publishing Co Fishwick Radio Co			.The Marx-Flarsheim Co., Cincinnati
· Bradley Knitting Co	.Delayan. Wis	Antennae "Bradley Knit Wear"	.Federal Adv. Agcy, Inc., New York
The Fox Film Corp	.New York	.William Fox Films	.Harry C. Michaels Co., New York .Feeheimer, Frank & Speeden, Inc., Detroit
Sphinx Mfg. Co	.Los Angeles, Cal	.Bathroom Supplies	Stutsman & Mummert, Los Angeles
The Sheldon School	.Chicago	.Correspondence School	
Le Vantin Co.  Association of Lighting Fixtures Mfg'			
Edglets Tea Corporation	.Seattle	.Tea	Hall & Emory, Inc., Seattle

#### NEW ADVERTISING AGENCIES AND SERVICES, ETC.

Faultless Studios, IncCleveland	
	Studio Morrow and R. F. Brickman
Nelson-GreenSan Franci	seo
	Service

#### PUBLICATION CHANGES AND APPOINTMENTS

The Chilton-Class Journal CoAnnounces that effective with the October numbers all of their papers will have a
type page size of 7 x 10, except the Automobile Trade Journal, which will have a
type page size of $5\frac{1}{2} \times 8$ .  The Fairmont Newspaper Publishing Co Has been formed to take over the good-will and business of the "West Virginian"
and "Times" of Fairmont, West Va.
"Twin City Sentinel," Winston-Salem, N. CHas been sold by Rufus Shore and Henry R. Dwire to a syndicate headed by Frank E. Gannett, publisher of the Gannett newspapers.
The "News," Benson, Ariz
Dia, Dancal Ivens and the Politicolic Epitaph, all of Alzona.

#### MISCELLANEOUS

The McGraw-Hill Publishing Co., Inc.,	York.
New York	1
Following the retirement of Charles C. Phillips as president of the United Publishers' Association, the	e following changes have taken
place: A. C. Pearson, President, Textile Publishing Co.—Chairman of the Board; Fritz Frank, P	

Company-President; C. A. Musselman, President, Chilton Class Jonrnal Company-Vice-President; and F. C. Stevens, President, Federal Printing Company and Manager Chilton Printing Company, Philadelphia, continues in the office of Treasurer. M. J. Brandenstein & Co., San Francisco.....Name changed to the M. J. B. Company

The Universal Gypsum Co., Chicago, and....Have merged into the Universal Gypsum & Lime Company, with headquarters in Palmer Lime & Cement Co., New York Chicago.

The McGraw Catalog and Directory Co., Inc. . Has been formed to publish condensed catalogs and directories. Mason Britton is

New York

Pres.; Robert Wolfers, Vice-Pres. and Gen. Mgr.; R. Becker, Vice-Pres. and Sales

Mgr.; C. H. Thompson, See'y, and J. H. McGraw, Treas.

Stevens & Co., New York and Walden-. Have merged, their name being Stevens Walden-Worcester, Inc. Worcester, Mass.

"Houston Post-Dispatch," Houston, Texas.....Announces that beginning wieh the September 19 issue, it will have a regular Sunday rotogravure section of eight pages. The Shotwell Mfg. Co., Chicago...... .Has sold its business to the Cracker Jack Co., Chicago, makers of "Cracker Jack" and

Angelus Marshmallows.

#### CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

,	ivame	Business	From	To
i.	The Martin Advertising Service "Oral Hygiene," (New York Office)	.Advertising AgencyPublication	.Wala Wala, Wash	.Salem, Ore 62 West 45th St., New York

"Indispensable, is the way we feel about STAND-ARD RATE AND DATA SERVICE and we sign your renewal card as cheerfully as we acknowledge an order from a client."

J. L. Muller McKenna-Muller Advertising and Sales Promotion Brooklyn, New York

"We feel that STANDARD RATE AND DATA SERVICE is the most efficient means available for giving us details on publications."

Martin O'Callaghan O'Callaghan Advertising Agency Memphis, Tennessee



PUBLISHERS—This electro will be furnished to you free of charge. Use the symbol in your advertisements, direct-by-mail matter, letterheads, etc. It's a business producing tie-up—links your promotional efforts with your listing in Standard Rate & Data Service.

#### USE THIS COUPON -----

### Special 30-Day Approval Order

STANDARD RATE & DATA SERVICE, 536 Lake Share Drive, Chicago, Illinois.	192
issued since it was published for "30 days" use, the cost of one year's subscription. The issue w	of the current number of Standard Rate & Data Service, together with all bulletins.  Unless we return it at the end of thirty days you may bill us for \$30.00, which is we receive is to be considered the initial number to be followed by a revised copy on aintained accurately by bulletins issued every other day.
Firm Name	
City	State
Individual Signing Order	Official Position



### Advertising • The NEWS DIGEST • Aug. 25, 1926



#### **CONVENTION CALENDAR**

Organization	Place	Meeting Da	te
Financial Adversers Ass'n. National Publishers Ass'n. Art-in-Trades Club	"Shawnee-on Delaware, Pa. (Bucky	vood Inn) . Annua	al
Window Display Adv. Ass'n The Seventh District Convention of	.New York (Pennsylvania Hotel)	Annu:	(Except Sundays) alOct. 5-7 alOct. 10-12
the International Advertising Ass'n The Eighth District Convention of			
the International Advertising Ass'n American Management Ass'n Outdoor Adv. Ass'n of America			
(Posters & Painted Bulletins) American Ass'n Adv. Agencies			
Direct Mail Adv. Ass'n (International). Audit Bureau of Circulations	Detroit (New Masonic Temple). Chicago (Hotel La Salle)	Annua Annua	alOct. 20-22 alOct. 21-22
Tenth District Convention of			
Associated Business Papers, Inc	New York (Hotel Astor)		l Nov. 8-10 l Nov. 8-10 l June 5-10, 1927

#### **DEATHS**

Name	Position	Company	Date
Milton Fe	asley	Lambert & Feasle	y, New YorkAugust 19, 1926
Frank G.	Bell	Mgr"News," Savannal	ı, GaAngust 16, 1926
Isaac A.	Meskin	Fashionable Dress	Publishing Co., New YorkAugust 7, 1926

DITH the growing trend towards individual market analyses and the use of new spapers by national advertisers the Business Survey of The Chicago Tribune presents on this page highlights and minutiae of zone marketing, the Chicago Territory, and of The Chicago Tribune.

### From the

"Then it's Tommy this, an' Tommy that, an'
"Tommy 'ow's your soul?"
But it's 'Thin red line of 'eroes,' when
The drum begins to roll."

IN a mechanical age and in one in which industry and commerce have swept humanity up to "sweeter, cleaner airs" it is passing strange that statecraft should continue to strut the pages of history in solitary splendor. The battles of commerce and the triumphs of science are more epic and more leavening than intrigue and the yeasty ambitions of another grand vizier.

The decadence of the military enterprise of a Caesar led to the wars in which fat hurgo-masters dictated terms. By a thrust through center commerce followed up its advantage. The traditions of Alexander are broken.

Histories need new molds. The older forms are shattered. In recording the strategies of commerce, will the future chronicler and patriotic poet limn and hymn the sleepless outposts of the manufacturer, of "the thin red line of 'croes," the embattled retailers?

#### One-fifth of America

"The hant for a market for any product is a hunt for certain kinds of people. People who are able to buy, and who are willing to buy, and also ready to buy are the ones to be located for the purpose of successful advertising effort."

-Paul T. Cherington.

Selecting the ripened prospects has a further refinement—locating them in a single compact territory. It is better business to sell every other person in one town than one person in every other town.

The Chicago territory on practically all figures of production, distribution and resources, has one-fifth of the national total. Within reasonable limits one may say definitely that on any selected line Zone 7 will produce one-fifth of the national sales volume.

With one-fifth of the resources and buying activity located in the Chicago territory the manufacturer should be getting at least one-fifth of his national volume in these same five states. Are you?

And, if national advertising is figured as a per cent of national sales, then Zone 7 advertising should sit in for the same per cent of Zone 7 sales. If one-fifth of the total business comes from the Chicago territory, then one-fifth of the total advertising ought to be put to work here.

#### NATIONALITIS

"He a manufacturer! wanted to extend to the inhabitants of every hamlet the Boon of being able to buy his product. "I et not even a crossroads store escape us," might well have been his slogan." William R. Basset, President, Miller, Franklin, Basset & Gompany.

#### Timostiv

Titi concern of human isolation is an extensions theory. The guarled roots of men, termented and titillated, reach down into a common earth. Age, languorously



Tribune Tower

aloof, may simper in its exo-skeleton. But where brawly youth is, vigorous and majestic in stride, the roots go deep and wide and erack the distant pavements.

The loam of the Chicago territory is rich and perfumed with youth. Through it pulse the desires and expansion of commercial life. The roots entwine and common interests join together the five states.

No less than men are cities and states, for they are but men. A market is but a region surrounding a city. It may be ten miles wide or three hundred. There is no set caliper decimal to squeeze it in. The vigor of the city, the central force that draws about itself the clustering farms and villages, may hurst its municipal tether, bound only in locality by its own influences.

Such is Chicago. Like the feudal castle overlooking a rich province so Chicago dominates Zone 7. It is the metropolis of this fortunate valley, the center of this territory's financial, industrial and agricultural activity. To disregard this aspect when advertising and selling here is to build sales resistance.

As the influence and energy of Chicago permeate the adjacent area which may rightly be called the Chicago territory so The Chicago Tribune similarly wields a zone influence. For in 1,151 towns and cities of Zone 7,  $65^{\circ}_{\circ}$ 0 of all the families read it.

A RABIA guards its justice. Two eyewitnesses of a crime must testify in the trial for a conviction. To guarantee the veracity of their recitals, they themselves are tested. An imam lightly and briefly applies a strip of white-hor metal to the tongues of each. The salivary glands of the just flow copiously and render him confidently immune! Tettor parches the mouth of a false witness so that the tongue is burned and justice is protected.

Before the husiness bar there is no holy imain to apply the test of heated metal to advertising plans. The Williams Oil-O-Matie Heating Corporation sought in vain. Craven rongues curled back reluctantly. But in a plan prepared by Fhe Chicago Tribune they found the method and the proof.

Red Heroes... One-fifth of America.... Viscosity.....Nationalitis.....Arahia .... "Dusk gray, sky kissed"....Good Hunting

### **TOWER**

The company originated in 1918. Five years of steady effort brought its 1923 sales to \$1,112,000 in its home territory—what they are pleased to call "the Chicago district." This included the states of Illinois, Indiana, Iowa, Michigan and Wisconsin. In other words, Zone 7. Until 1924 no advertising had been used. In 1924 sales in the territory jumped to \$3,080,000. The company gained  $414\frac{C_C}{C}$  in new dealers and  $175\frac{C_C}{C}$  in sales the first year after adopting a specific method.

At the end of the second year sales had increased 230% and dealers 673%.

So successful was the advertising plan in the Chicago territory that it was carried to other selected markets. Williams Oil-O-Matic has built up carload points from nothing in 1924 to 23 in 1926. Its full page ads are now appearing in 77 metropolitan cities. The sales pattern, cut by The Chicago Tribune, has been adapted to high spots in the entire country.

Frigidaire, Cribben & Sexton, Holland Furnace, Union Bed & Spring, Studehaker Motors, Canada Dry, Dutch Masters, Endicott-Johnson and Celotex are among other successful users of this plan. Would you like to hear about it? Send for a Tribune man, trained in merchandising and advertising.

#### TRIBUNE TOWER

Dusk grav, sky kissed, soaring arches Springing from earth to heights of cloud, Free as the winds that blow the marches, Stately as any eastle proud. Parapets tipped with silver lances Keep gleaming vigil beneath the moon-By starlight a softer beauty entrances, A facry palace of pale mist hewn. Rising serencly beside the lake, Flushed with the rose of the early dawn, Like a lovely goddess but just awake Poised at the note of a woodland song. Day-and a sentinel bravely standing Revealed in a panoply of light, Towering, watching, guarding, commanding, A banner in stone, a symbol of might!

LE MOUSQUETAIRE

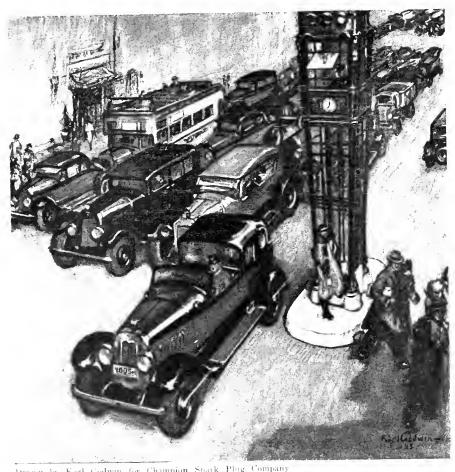
Carven into the stone of The Tower, on a wall of the parapet on the twenty-fifth floor.



The bird dogs are out and snuffing the breeze. The covey thunders up before the hunter. Newspaper copy, following on the heels of market analysis is bagging business for the national advertisers in Zone 7. The meadows and thickets promise a full bag for the sportsman. And a sweet gun is waiting. Pack your kit and come!

POP TOOP

### PUBLISHED FORTNIGHTLY



Drawn by Karl Godwin for Champion Spark Plug Company

SEPTEMBER 8, 1926

15 CENTS A COPY

"Financing the Factory by Warehousing the Goods" By H. A. HARING; "Rooster-Crows and Results" By K. M. Goode; "What Are Disgruntled Users Doing to Your Business?" By L. W. PATTERSON; "How One Company Controls Production - Sales - Buying" By James M. Campbell

100

# Cherchez La JemmeIt pays in advertising



ONCERNED in the making of almost every sale is-proverbially-a woman, or her influence.

Advertisers wisely "look for the woman," susceptible as she is to the art of advertising-and keen as her interest is in her evening paper.

Therefore the advertising of Armour & Company's Doña Castile, placed by the John H. Dunham Company, appears in The Chicago Daily News. The present schedule calls for space of more than ten thousand agate lines to be used within ten weeks.

Because it effectively reaches the men and women of Chicago who buy most through advertising, The Daily News publishes more display advertising than any other Chicago daily newspaper.

#### ADVERTISING REPRESENTATIVES

NEW YORK J. B. Woodward 110 F. 42d St.

DETROIT Woodward & Kelly Fine Arts Building

Синсло Woodward & Kelly 360 N. Michigan Ave.

C. Geo. Krogness 253 First Nat'l Bank Bldg.

(AOI!

### The LIFE STORY of every motor is written in



Any honest repair man will tell you that more than 75% of all motor repairs are caused by the failure of a motor oil. Safeguard your motor with Veedol, the oil that gives the film of protec-

DESERTED, in the quiet of the garage, stand long lines of cars, touched here and there by dusty fingers of sunlight

What a story the doctor's weather-worn coupe could tell of a brave, old motor's race with death through a cruel sleet-torn

And what entertaining yarns that globe-trotting landaulet could spin of the strange dark ways of Algerian repairmen

While the yellow roadsters tale would be a bitter one and sad, of a proud, young engine, burned-out in its youth through recklessness and lack of care.

STORIES of long and faithful service Scottes of breakdowns and failure and repair bills. But at the bottom of every motor's story responsible for good per formance and bad performance ablike, you would find—a motor oil.

For the actual performance of every motor depends largely upon a him of oil— a film thinner than this sheet of paper.

#### A motor-oil's job

Your motor-oil s job is to safeguard your motor from deadly hear and friction, the twin enemies responsible for three-lourths of all engine troubles

In action, your motor-oil is no longer In action, your motor-oil is no longer the tesh, gleiming budy ou saw poured into your crankcase. Instead, only a thin Jim of that oil holds the highting line—a simil alshed by blinding, shrivelling heat, assailed by tearing, grinding friction. In spire of those artacks the oil-him must remain unbroken, a thin wall of defense, protecting youtal motor parts from deadly heat and friction.

### Ordinary oil films fail too often...

Under that territh (180-fold punishment the film of ordinary oil often breaks and burns. Then vicious heat attacks directly the unprotected motor parts. And through the broken film, hot, taw metal chates against metal.

Institious friction begins its silent, dogged work of destruction. And finally you have a burned-out bearing, a scored

shop and hig bills?

The "film of protection".

Tide Warer Technologists spent years in studying not oils alone, but oil film. They made hundleds and hundreds of laboratory experiments and road tests. Finally, they perfected, in Veedol, an oil that offers the tumost resistance to deadly hear and friction. An oil which gives the "him of protection" thin as it think, tough as sted.

Give your own motor a chance to write its story not in ordinary oil but in Veedol Then it will be a long history of faithful, economical service

Tide Water Oil Sales Corporation Eleven Broadway New York Branches warehouses in all principal cities



One of a series of advertisements in color prepared for the Tide Water Oil Sales Corporation

### Facts need never be dull

THIS agency was one of the first to adopt the policy of "Facts first —then Advertising." And it has earned an unusual reputation for sound work.

Yet this organization does not, nor has it ever, confused "soundness" with "dullness." It accepts the challenge that successful advertising must compete in interest, not only with other advertising, but with the absorbing reading matter which fills our presentday publications.

We shall be glad to send interested executives several notable examples of advertising that has lifted difficult subjects out of the welter of mediocrity.

Joseph Richards Company, Inc. 253 Park Avenue, New York City

ICHARDS \* \* \* Facts First \* \* then Advertising



AFTER all, isn't the experience other advertisers have had with a medium the best of all evidence of what it will do for you? Investing in a newspaper's space is like making any other investment. If it has the endorsement of others who have tried it and continue using it, it is a safer investment than if it hasn't.

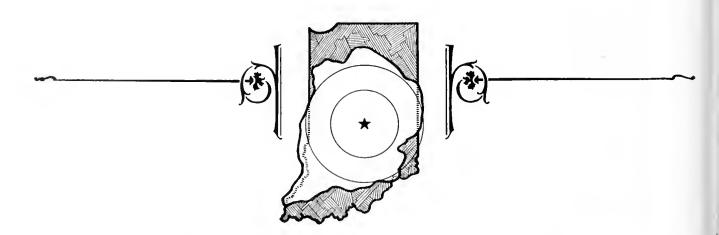
COMPETITORS rarely discuss with one another the relative per-dollar return from advertising mediums.

Knowing which mediums pay a return and which don't is a legitimate trade secret, and wise choice of mediums is shrewd competitive strategy in the battle for sales. But while advertisers do keep silent as to the returns each medium on the list is producing, there is a way to know—indirectly but positively—how well each is earning its return—linage and continuity of insertions.

A newspaper that carries far greater linage than its contemporaries is obviously the choice by experience of more advertisers and larger advertisers. The newspaper that maintains its leadership over a period of years has demonstrated its result power beyond all question in the combined experience of its advertisers.

That is the position of The Indianapolis News in its field. First in local display, national and classified linage by a tremendous margin for 56 years—and the first choice and exclusive choice of a list of prominent advertisers that reads like a blue book of American industry.

The Indianapolis Radius is a rich market
—The Indianapolis News its key.



### THE INDIANAPOLIS NEWS

New York, DAN A. CARROLL 110 East 42nd Sreet

FRANK T. CARROLL, Advertising Director

Chicago, J. E. LUTZ The Tower Building

### Everybody's Business

### By Floyd W. Parsons

HE greatest opportunity open to man today lies in the virgin field of radiation. Scientific research is only commencing in this unexploited realm of hidden truth. The chief source of radiation is the sun. A small part of the radiant energy sent to us by the sun has been stored up for future use in "mummified" vegetation which we call coal. Our present civilization has been constructed on this foundation.

Here is the most important thing in the world—the basis of life; and yet we are ignorant concerning the nature and action of the radiations that formed coal and and are given off again when coal is decomposed in the process of combustion. That is not all. We are almost completely in the dark concerning the effects on our

bodies of the light waves that continue to come to us from the sun.

We know that when we expose our skin to sunlight on a clear day, some people tan and some merely burn. No one appears to be able to explain clearly why certain people pigment and others do not. We know that the sun's radiations are made up of light that is visible and that which is invisible. We know that the latter waves are far more numerous and much more important so far as human health is concerned. But we have only the vaguest kind of an idea why this is so.

In the field of every-day industry, the most common and most important practice is that of heating. We must do more or less heating in practically every process that we carry on. We know that heat is transferred in three ways: namely, by conduction, convection and radiation. Our first advance was to familiarize ourselves with heating by conduction. Then we learned something about heating by convection. Now we come to the edge of an age when practically all heating will be done by radiation. This will take us out of the barbaric era of criminal fuel waste and bring us closer to the heating methods employed by the Almighty. Nature employs radiant heat to perpetuate life on the earth, and we must do the same in our homes and factories.

We have had ages of stone, bronze and steel. Now comes the age of radiation; the advent of electricity was but a forerunner. The coming of the radio placed us solidly on the road leading to the great goal. Only a few octaves of energy waves on the broad radiation keyboard have so far been developed in an intelligent way. Still remaining for solution are a great number of puzzles that bear even more heavily on life than



any of the mysteries yet disclosed.

I had dinner the other evening with a very rich man whose health is a matter of public concern. He had not been well and the doctors were making slow progress in improving his health. Finally he got an idea that the sun's rays might do much for him, and he commenced to do some of his work on the roof of his home on clear days, clad only in a scant bathing suit. He has gained twenty-five pounds, and I had never seen him looking so well. Perhaps the sunlight exposures were not entirely responsible for the change, but judging from my own experience a couple of years ago with doctors, and a little later with unadulterated sunlight, I am sure that solar radiations played the biggest part.

Sunshine clinics have worked wonders in Switzerland, where Dr. Rollier is performing near miracles in the treatment of consumption. Similar clinics are starting to spring up here in our own land. Children are being sent to sunshine schools. People with "nerves" are being advised to substitute solar energy for pills. Public health officials are pointing out that the rickets curves in our various cities flatten out and practically disappear during the months when the atmosphere is free from smoke and our children get the benefit of pure sunlight. It will not be many years until all of our hotels and perhaps even many of our office buildings will have their roofs equipped so as to permit people to expose nude bodies to the sun.

Edward I of England laid down the first anti-smoke law in 1306. For 620 years we have been trying to clear up the atmosphere in which we live. If the people of the United States could be brought to a full understanding of the value of sunlight, there would be no more smoke and we would enter a regime in which fuel conservation would be a realized fact. All honor to the heroes of the screen and the athletic prowess of our famous swimmers, but if some of the same energy in the field of publicity could only be given to creating an equal degree of public worship for sunlight, the results could be measured in millions of dollars worth of coal by-products, and in tens of thousands of human lives.

We would advance the cause of a clean civilization. Our public buildings would be things of beauty, instead of blackened monuments to ignorance and waste. The sunlight coming to us on so-called clear days would still contain the healing, blood-building actinic rays that are now intercepted by the values broadcasted from our chimneys, and lost forever.

### **AKRON** 13th in Production 32nd in Population

### Stating the high-lights briefly, Akron is-

- —a city of over 210,000 population and the county seat of Summit County, Ohio.
- —surrounded by another 100,000 people in its 18 mile A. B. C. trading area.
- —the 32nd largest city in the United States in population.
- —the 13th ranking city in the United States in industrial production.
- —a home-owning city; 44.7% of the families own their own homes, the average for cities over 100,000 being 33%.
- —the world's largest rubber manufacturing center, consuming annually about 45% of the crude rubber production of the entire world.
- —the dirigible airship manufacturing center of the world.
- —the home of the Akron Beacon Journal which, in 1925, was 2nd in Ohio and 14th in the United States in advertising lineage among six day evening newspapers. Incidentally, its lineage increased 1,259,506 lines in the *first half* of 1926—when the goal set for *all* of 1926 was only a million line increase.

### The AKRON BEACON JOURNAL—

- —has the largest circulation of any newspaper properly covering the Akron market.
- —has the largest advertising lineage of any newspaper entering the Akron market.
- —printed 8,248,155 lines of advertising in the first six months of 1926.
- —printed three times the national advertising of the other Akron newspaper in 1925.
- —retains Story, Brooks & Finley as its representatives so you can arrange for your entry into the Akron market with your next sales campaign through their offices in New York City, Philadelphia, Chicago, or Los Angeles.

### THE PITTSBURGH PRESS

### Leads All Pittsburgh Newspapers in National Advertising



THE PITTSBURGH PRESS has for years led all newspapers in Pittsburgh in volume of national advertising, weekday and Sunday. In six months of this year The Press as usual led all Pittsburgh newspapers in total volume of national advertising weekday alone, Sunday alone, and all Pittsburgh newspapers weekday and Sunday.

### National Advertising Six Months, 1926

	Daily Agate Lines	Sunday Agate Lines	Daity and Sunday Agate Lines
THE PITTSBURGH PRESS	1.478.988	835.422	2,314,410
Second Evening and Second		,	
Sunday Newspaper	1.118.862	594.674	1.713.536
Excess	360,126	$\overline{240.748}$	600.874

In the first six months of 1926 THE PITTS-BURGH PRESS, Daily and Sunday, seven issues, had a net gain of 1.035.596 agate lines over the same period a year ago. compared with a gain of 765,758 for the Gazette Times. Morning and Sunday, and the Chroniele Telegraph, Evening, thirteen issues.

In the same period THE PITTSBURGH PRESS, Daily and Sunday, seven issues, had a net gain of 174.832 agate lines in National Advertising, as compared with 121,744 for the other papers, thirteen issues.

The PRESS is overwhelmingly the choice of national advertisers using only one newspaper in Pittsburgh.

THE PITTSBURGH PRESS, Daily, has 33.254 more net paid circulation in the city of Pittsburgh than both other evening newspapers combined. and the Sunday Press has 22.673 more net paid circulation in Pittsburgh than both other Sunday newspapers combined!



### THE PITTSBURGH PRESS

A Scripps-Howard Newspaper



### —"alone, afoot and acrosslots"

LEGEND has it that a generation ago Americans knew a race of Titans.

Mighty and majestic, the Titan was reputed master of men, of millions and of destiny: a great figure who strode, armored with ruthlessness, "alone, afoot and acrosslots."

A fanciful picture? Yet it was true that every business man of that generation could grasp with his own two hands the reins which controlled the gait and direction of his business.

Now, today, the business man finds himself operating under a new play of forces; conducting his business in a new world of complexities. His every business decision is subject to a group of influences outside his individual control. The dominant Titan is no more. And yet it may be thought that under the new conditions of business there may be brought into being a new and greater race of Titans, greater in their grasp and understanding of trends and events and in their alertness and intelligence in applying facts to action.

In his new need for a perspective by which the business man of today may understand the major facts of business which affect his business, it is the task of Nation's Business to interpret the forces which explain the facts.

Because it thus serves the inner needs of industry and commerce, Nation's Business has become the instrument with which the business man conducts his business under the conditions of this New Control.



MERLE THORPE, Editor

Published Monthly at Washington by the Chamber of Commerce of the U.S.

# All Advertising Records Broken for 12 Consecutive Months

September 1, 1925, to August 31, 1926—each month, The Birmingham News carried a greater volume of advertising than in the same month of any previous year—in its history

### Where advertising is profitable—you'll find constant volume

The answer is the old, old story of, "Bringing Home the Bacon." They know from experience that this newspaper produces greater results per dollar than any other Birmingham paper or combination of papers.

During the first seven months in 1926 The Birmingham News carried (10½) million lines of advertising—over (2) million lines more than the total of the Age-Herald and Post combined. Year after year The Birmingham News has maintained an overwhelming leadership. Why this preference on the part of the advertisers?

 Jan.
 181,076

 Feb.
 241,990

 March
 320,628

 April
 313,544

LINES 1926

National Adv.

March 320,628 April 313,544 May 325,752 June 273,378 July 241,304 August 242,200 8 Months Gain

Over 1925

272,790

Lines

### Do your plans for Fall Advertising Include Birmingham

All Activities Are Increasing and Production Is Speeded Up to Meet Demands— Weekly Payroll Over \$4,300,000.00

This is the day of specialization and success depends largely on concentrated effort. Your advertisement in The Birmingham News Reaches an average of nearly 300,000 readers daily in the city and suburban trading territory—your concentrated area. This is complete effective coverage.

### National Representatives

#### KELLY-SMITH COMPANY

Marbridge Building New York City

Atlantic Building Philadelphia, Pa.

Waterman Building Boston, Mass.

Tribune Tower Chicago, Ill.

J. C. HARRIS, Jr., Atlanta





### GARAMOND

... THE REDESIGNING of a type face from a classic model is no mere matter of slavish copying but a work of re-creation. To faithfully reproduce the design as it was cut centuries ago would mean needlessly handicapping ourselves with the technical limitation under which its creator worked.

¶ It is necessary rather to become thoroughly saturated with the spirit of the type and then to reshape it as the designer would have done had he possessed instruments of precision.

¶ Claude Garamond cut many types. As is the case with any artist, even so great a master as he, some were better than others. The first task was to gather together all the authentic Garamond material available; then to select those examples which represent the designer's best work; and finally, to separate with sure discrimination those characteristics which give the design its distinction and those peculiarities and irregularities which are due not to intent but to the inability of the faltering human hand to execute in so small a compass, and without mechanical aids, the exact contour that the mind conceived.

¶ When this has been done with taste and discernment, we have a result which retains all the delightful quality of the original and which at the same time is eminently fitted to the demands of modern book and commercial printing. A face which will be selected alike by the craftsman who can afford time to do an occasional bit of fine typography for the sheer joy of doing a thing well and by the advertiser who cold-bloodedly picks the type that will give him the greatest return for his money.

¶ Garamond Bold and Garamond Bold Italic are being cut up to 30 point and will be ready about November 1st.

[A full showing of the Garamond Series will be sent upon request]

### MERGENTHALER LINOTYPE COMPANY

DEPAREMENT OF LINOTYPE TYPOGRAPHY, 461 FIGHTH AVENUE, NEW YORK

80 26.9·N

STRADE LINOTYPE MARK S

### Buffalo the Wonder City of America

### The Year of Greatest Growth

The Buffalo Evening News-always outstanding among six-day papers

### In Circulation and Advertising Volume

has attained its greatest growth in 1926.

Here is the record up to and including July—

Advertising	Circulation
In Agate Lines	Net Paid Average Daily
January 1,080,192	January 138,295
February 1,055,853	February 141,017
March 1,456,101	March 143,052
April 1,565,215	<b>April</b> 143,965
May 1,461,484	May 142,966
June 1,393,846	June 145,735
July 1.148.319	July 147.636

In circulation the News is rapidly approaching the 150,000 mark. In advertising volume it appears that the News will carry about sixteen million lines in 1926. That nearly everybody in Western New York reads the News is no mere advertising phrase—it's a fact. And because of that fact advertisers find it profitable to use the NEWS.

Cover the Buffalo Market with the

### BUFFALO EVENING NEWS

EDWARD H. BUTLER

Editor and Publisher

Marbridge Bldg., New York, N. Y. Waterman Bldg., Boston, Mass.

KELLY-SMITH CO.

National Representatives

Tribune Tower, Chicago, III. Atlantic Bldg., Philadelphia, Pa.



### The Dawn of a New Textile Era

THE present is one of the most momentous periods in the history of the textile industry.

There is being born a new spirit of cooperation and a new appreciation of interdependence. Manufacturers North and South are now working shoulder to shoulder in the first national attempt to coordinate textile production.

Out of this new-found spirit have developed the Cotton Textile Institute and the Wool Council of America. The organization and aims of both these movements are the culmination of ideals which Textile World has preached for years.

"Give Me the Facts" is the cry today—and now, to a greater extent than ever, are manufacturers following every development as recorded in the industry's outstanding periodical, Textile World.

There are other revolutionary developments, too, as witness the approach of what many term the new synthetic fiber era. To date this has largely centered around the perfection and use of Rayon, which is constantly penetrating and changing every branch of the textile industry.

Never has there been a time when Textile World possessed greater attention value than the present. There is nothing transitory about it. The industry is in a period of evolution which is gaining momentum as it progresses.

Seldom does the industrial advertiser find such an opportunity and so receptive an audience.

May we discuss the opportunity with you, particularly as it applies to the balance of 1926 and to 1927?

Member Audit Bureau of Circulation

### Textile World

Largest net paid circulation and at the highest subscription price in the textile field

334 Fourth Avenue, New York

Member Associated Business Papers, Inc.

65,54,54,54,65,65,65

"Just as our newspapers have unified our thoughts, aims and ambitions, so have they made possible the distribution and the sale of our national merchandise"

Bank of The Manhattan Company Founded in New York in 1799

The FOURTH ESTATE is a weekly market place for information about newspapers as a medium of sale and distribution.

25 West Forty-third Street

New York

# There is a key market product

# In it population is densest, richest—grocers most numerous, most powerful

WHAT really builds business for a grocer?

Isn't it concentrated demand—many calls for your goods instead of few—large consumption instead of slow sales?

Wouldn't it be better for your product in Boston if 61% of the grocers within thirty miles of City Hall reported active turnover than if 100% were barely satisfied with sales?

If one judges by what retailers themselves do in Boston it would seem so. For the great Boston stores rely on *concentrated* advertising in a key trading area.

### The key trading area 12 miles around City Hall

In Boston the key territory is Boston City plus the surrounding suburbs for an average area of twelve miles around City Hall.

In this territory are 1,700,000 people. In it, too, are 61% of all grocery stores within a radius of thirty miles—and by far the most powerful stores.

From this twelve-mile trading area the Boston department stores draw 74% of their total business. The per capita wealth is about \$2000. Here the finest stores in Boston report 64% of their charge accounts.

### Here the Globe leads in circulation

You can cover this territory through the Boston Sunday Globe which here delivers 34,367 more copies than the next largest Boston Sunday newspaper. This Globe circulation is *concentrated* in the key territory; it is not scattered over the thinner outlying population.

And you can back up such a campaign effectively through the daily Globe which exceeds the Sunday in total circulation in the same territory.

Such advertising concentrates upon retailers with real leadership. It reaches population with the highest buying power in Boston.

It will move merchandise.

### National advertising in Boston may profit by the retailers' example

Certainly Boston department stores know the market which is their daily study. They know where Boston buying power is highest, where they can make the most sales per dollar of cost, where advertising reaches the most responsive market.

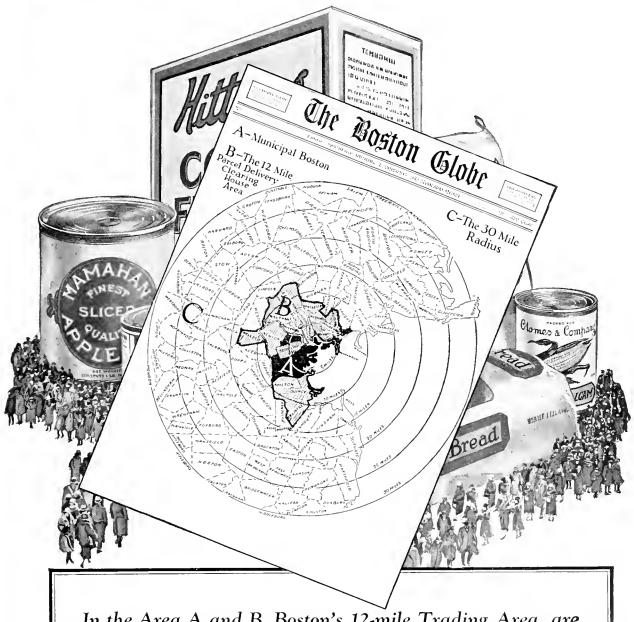
85% of every dollar spent in the grocery store is spent by women. Filene's of Boston credit 84% of their sales to women purchasers. Note the close parallel in these figures.

For food products, for drug products, could there be any stronger evidence of the Globe's businesslike blanketing of the Boston market than its leadership in department store lineage?

### TOTAL NET PAID CIRCULATION IS 279,461 Daily 326,532 Sunday

It is pretty generally true in all cities with large suburban population that, in the metropolitan area, when the Sunday circulation is practically the same or greater than the daily circulation, there is proof of a real seven-day reader interest with a minimum of casual readers of the commuting type.

### in Boston for the food manufacturer



In the Area A and B, Boston's 12-mile Trading Area, are

- 64% of department store charge accounts
- 74% of all department store package deliveries 61% of all grocery stores
- 57% of all drug stores

- 60% of all hardware stores
- 57° of all dry goods stores 55° of all furniture stores
- 46 of all automobile dealers and garages

Here the Sunday Globe delivers 34,367 more copies than the next Boston Sunday newspaper. The Globe concentrates—199,392 daily—176,479 Sunday.

he Boston Glo

The Globe sells Boston.

### OVER THE TOP — A WINNER



### The SPUR

Leads all publications of the Quality type.

Printed 57% (337805 lines) more advertising than its nearest competitor during first seven months of 1926.

Increased its advertising lineage 124064 over the same period of 1925.

(January-July 1926—925188 lines; 1925—801124 lines)

Readers of The SPUR can afford, demand, and buy the Best.

### The SPUR

425 Fifth Avenue, New York City

**CHICAGO** 

**PARIS** 

LONDON

**BOSTON** 

### Advertising & Selling

VOLUME SEVEN—NUMBER TEN

September 8, 1926

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Courtesy Distribution & Warehousing

PRACTICALLY all industry is based ultimately based ultimately upon credit, in one form or another. Capital is essential to the modern economic system; and usually when it is most needed, it is the hardest to get. A means of overcoming such a difficulty is offered in this issue, which contains the first of several articles that Mr. H. A. Haring has written concerning warehousinga subject which affects every manufacturer of anything tangible. "Financing the Factory by Warehousing the Goods" proffers a useful suggestion to the concern which seeks loans during a dull period, when the banks are reluctant to advance more funds.

#### M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK Telephone: Caledonia 9770

NEW YORK: F. K. KRETSCHMAR CHESTER L. RICE CHICAGO: JUSTIN F. BARBOUR Peoples Gas Bldg.; Wabash 4000 NEW ORLEANS: H. H. MARSH Mandeville, Louisiana

CLEVELAND:
A. E. LINDQUIST
405 Swetland Bldg.; Superior 1817

London; 66 and 67 Shoe Lane, E. C. 4 Telephone Holborn 1900

Subscription Prices: U. S. A. \$3.00 a year. Canada \$3.50 a year. Foreign \$4.00 a year. 15 cents a copy
Through purchase of Advertising and Selling, this publication absorbed Profitable Advertising. Advertising News, Selling
Magazine, The Business World, Trade Journal Advertiser and The Publishers Guide. Industrial Selling absorbed 1925
Member Audit Bureau of Circulations and Associated Business Papers, Inc. Copyright, 1926, By Advertising Fortnightly, Inc.

### A SUMMER MENU OF FOOD CLIENT PRODUCTS

As recommended by Miss Amy Smith of our Domestic Science Department



### Breakfast

Sunsweet Prunes Shredded Wheat Biscuit Broiled Beech-Nut Bacon Muffins with California and Golden State Eggs. Diamond Walnuts Folger's Golden Gate Coffee with Borden's Condensed Milk

#### Luncheon

Cream of Tomato Soup-made of Del Monte Tomato Sauce and Borden's Evaporated Milk Beech-Nut Prepared Spaghetti Del Monte Salmon Hot Corn Bread with Golden State Butter California Canned Asparagus Salad Beech-Nut Biscuit Dainties Del Monte Peaches Folger's Golden Gate Tea (Iced)

### Dinner

Fruit cup of Del Monte "Fruits-for-Salad" Baked Beech-Nut Ham—Ocean Spray Cranberry Sauce Buttered Del Monte Spinach- Browned Potatoes California Blue Diamond Almonds, Salted Hawaiian Crushed Pineapple Pie (made with Fluffo) Beech-Nut Coffee with Borden's Condensed Milk

The advertising of each of the branded products listed in this menu is handled by the McCann Company

### THE H.K.MCCANN COMPANY Advertising

NEW YORK

CLEVED

**C**HICAGO

LOS ANGELES

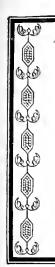


SAN FRANCISCO

DENVER

MONTREAL

TORONTO

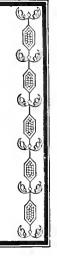


SEPTEMBER 8, 1926

### Advertising & Selling

FREDERICK C. KENDALL, Editor

Contributing Editors: EARNEST ELMO CALKINS ROBERT R. UPDEGRAFF Marsh K. Powers CHARLES AUSTIN BATES FLOYD W. PARSONS Kenneth M. Goode G. Lynn Sumner R. Bigelow Lockwood JAMES M. CAMPBELL FRANK HOUGH, Associate Editor



### Financing the Factory by Warehousing the Goods

By H. A. Haring

similar experiences with borrowing. For a time the general credit of the company is sufficient to satisfy the bank. So long as loans are but a small proportion of total assets, no difficulty is encoun-

tered; but as the heart of the industry's dull season comes upon the factory and loans begin to run high, as they do every year during the months of peak "manufactured goods inventory," hesitation enters the banker's "O. K." With pen dipped in the ink but poised in his hand, he suggests. "We're carrying a lot of your company's paper," or expresses some similar uncomfortable thought, followed by a mild inquiry about having the personal indorsement of the company's directors.

While the borrower stands embarrassed. the banker is likely to turn the suggestion into another form by asking whether the company cannot put

ORROWERS have surprisingly up some collateral or some kind of "security that won't burn with the plant," such as assignment of accounts, warehouse receipts, customers' notes and acceptances, and the

Wholesalers, as well as manufac-

turers, face the same problem. A vice-president of a New York bank which is identified with mercantile and jobbing trades made this com-

"Wholesalers work on close margins. They're so narrow that a big

failure of one of their customers or a bad fire in their own lofts might wipe out the bank's equity for a loan. The sensible thing to do is what I insist on their doing: separate their stocks. When one of our heavy borrowers (wholesalers) wants to finance a big purchase of goods, I make it a condition that the shipment be consigned to a public warehouseman that the receipts come to our bank."

By such a course the bank controls the security. From time to time, as the owner needs the goods for distribution, portions of the warehoused stocks are released on order of the bank to the warehouseman. The goods are, how-



Courtesy Distribution & Warehousing

ODGED with the warehouseman goods become segregated from all other merchandise. They are set off by themselves as a definite, tangible entity possessing many qualities in law and in fact that enhance their value as bankable collateral when a loan is sought during a dull season ever, entrusted to a third party, the warehouseman, who as bailee holds them in trust. They are beyond reach of creditors of the owner; they cannot be attached for judgment; they cannot be removed or tampered with by the owner without written consent of the bank. They become a perfect security for loans, segregated from other merchandise into a distinct lot by themselves and not merged with other goods or assets of the borrower.

Nor is any hardship wrought on the factory or the wholesaler.

Each knows that the addition of \$50,000 of fresh stock to the inventory does not add \$50,000 to the owner's borowing ability. Manufactured goods represent to the factory greater value than the raw materials from which they sprang, and yet as a part of factory inventory they are

not a liquid asset as was the cash required for their fabrication. The borrowing power of the manufacturer is not appreciably bettered. In a sense, the factory that makes up goods much in advance of demand is merely tying up that much additional capital.

Yet the same \$50,000 of fresh stock, lodged with a public warehouseman, may be hypothecated with the bank for a loan of two-thirds or three-fourths of that sum. The identical goods which, merged in the general inventory, are dead value so far as borrowing is concerned, may be converted into a valid asset for a loan by the simple device of storing them in a warehouse. The reason is simple: Lodged with the warehouseman the lots of goods becomes segregated from all other merchandise. It is set off by itself as a definite, tan-

gible entity possessing many qualities in law and in fact that enhance it as a bankable collateral.

This reasoning means little to the wholesaler or manufacturer. To the banker it is fundamental. When the bank makes loans against a lot of goods in warehouse, it holds as security a definite quantity of merchandise for which the borrower is known to have paid \$50,000 and which the bank knows will command more than that sum at ordinary selling prices. By controlling the withdrawal of goods, the bank is in position to know just how much of the security has been distributed; it may even demand payment on account as stock is released. The bank knows for a certainty that the merchandise will not disappear.

Banking, too, has changed in ten [CONTINUED ON PAGE 44]

# On Criticising Advertising By O. C. Harn

E are told that it used to be a favorite pastime of the philosophers of the middle ages to debate for hours and days the stirring question as to how many angels could stand on the point of a needle. These particular wise men have passed on and their places have been taken today by amateur critics of advertising craftsmanship who spend their time in futile discussions of non-essentials.

If the practice were confined to the amateurs and if in them the urge sprang from a spontaneous interest in the art, perhaps no harm would be done. It might be a gratifying phenomenon which the professional advertising practitioner might study with profit. I fear the truth is, however, that the pastime has spread from the advertising classes of schools and clubs where students are encouraged, even required, to offer criticisms of given advertisements. Perhaps some of our advertising periodicals have helped to encourage the same thing.

Study of the anatomy of advertisements, of course, is necessary, and criticism of actual examples is a useful exercise. But the process should be guided by wise hands lest the young student acquire wrong idea of values.

Many an advertisement has been voted the best advertisement of a group when the jurors were totally incapable of knowing whether it was good or bad. Similarly the class condemns another advertisement as bad which may really be excellent.

"Don't you think that advertisement is very bad?" I am frequently asked. My usual reply is, "I don't know. I am not in possession of the facts

necessary to form a judgment." The reply usually surprises the questioner. For he sees that I have eyes, and there the advertisement is before us for inspection.

In short, most of these criticisms are superficial. Paragraphs are too short or too long. There is too much type, not enough picture. The man is looking out of the page instead of toward the reading matter, or perhaps an illustration, which tells a powerful story or wakes an irresistible suggestion, is condemned because the girl isn't holding her fork or cigarette properly.

What happens in superficial criticisms of advertisements happens also in the case of whole campaigns.

I know of one advertising campaign which was condemned by certain critics as everything a series of advertisements should not be. But they were wrong. If the critics had known the purpose of the campaign they would have admitted, I think, that it could scarcely have been improved upon.

The heart of the matter is that advertising criticism as an exercise should be so guided by teachers and lecturers that students will not be led to look upon the mechanics of their art as the soul of that art. The mechanics must be taught, and advertising men should become as skillful as possible with their pens, types and pictures. Let them get horns on the heads of the right kind of cows if possible and avoid sending the smoke of the steamer east when the wind is evidently blowing west. But, let them not be misled into thinking that perfection in all these things makes good advertisements, or that the lack of them makes bad ones.

# What Has Become of Staple Merchandise?

## By Britton Ashbrook

O you wonder that so many retail merchants are beginning to feel a little dizzy? In the early days of the century retailing could be conducted on a calm and orderly plan. Spring, summer, fall and winter lines were bought months ahead. Demand was largely predictable. The retail virtues were honesty, courtesy, reliability. The virtues of retail merchandise were integrity of quality, durability. A clientele once established stayed established. Women had their favorite stores, their favorite clerks. Business was still personal. Merchants had a following induced by their own personalities.

In 1899 there were 150,684 pairs

of silk stockings sold. In 1921 American women bought 217,066,092 pairs of silk or artificial silk stockings. In 1900 we ran 13,824 automobiles, while today we run almost 17,000,000.

More than fifty per cent of men's suits were blue serge. In the *Ladies' Home Journal* for December, 1899, we find the following advice to those who may be contemplating presents for young ladies:

If tempted to give a gown for office wear let it be one of brown, black or cravenetted serge. Of the three colors, black is to be preferred, on account of the unwritten law governing the style of dress adopted by the majority of self-supporting women.

That was the day of "Sunday best" and "second best," when department

store advertisements offered corsets for 79 cents, ladies' night gowns for 19 cents, black taffeta silk for 75 cents a yard and women's shoes for \$1.97!

Today a department store head reports that he created a special position: that of a man whose sole work is to detect "soft spots" in the store's merchandise, to keep a weather-eye open for goods which may be threatening to go out of style, and to get rid of them before they lose all their value. Every large metropolitan department store maintains a staff of comparative shoppers—feminine detectives who watch competing styles, competing stocks, competing values. Staid department store heads are bowing to the advice of young girls in their twenties who commute to and from Paris and act as barometers of style and fashion. Shoe retailers in convention in Boston on July 7th witnessed a style review with 150 models.

All retail merchandise threatens to become style merchandise. All retailing threatens to take on a Monte Carlo flavor but with the odds against the house.

Style is exerting its influence in strange places. Pipes have become style merchandise. Certain cigarettes are "swank" and others are not. Butter is taboo at really smart dinner parties. Society leaders, who set styles, prefer — the advertisements tell us—only certain cold creams — vanishing creams — and ginger ales. Automobiles are sold as much by body design as by engine design. A famous decorator creates

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@ Brown Bros.

THE old fashioned Sunday dinner is out of style; and it is a lut one of many once standard institutions which have gone before the onrush of the new tempo. Formerly what the Continent did one year the "sporty" Americans did the following year. Now, what the Lido did yesterday, everybody will do tomorrow and will require entirely new wardrobes to do it with. Many retail merchants are feeling a trifle dizzy



## Rooster-Crows and Results

Advertising to Please Ourselves Cannot Be Expected to Bring Profits

### By Kenneth M. Goode

"IlE reasons for war." said some philosopher. "are superficial. The causes of war are profound." Few advertising campaigns, unfortunately, have causes profound enough to prevent their being thrown overboard at the first cloud on the financial horizon. And, honestly analyzed, the reasons for almost any single unit in even these few campaigns will be found superficial almost beyond belief.

Professional advertisers cannot control this frivolity any more than doctors can decline

avoid spite litigation. But to his doctor or lawyer, if to nobody else, every intelligent man tells the truth. So should every man, before spending money advertising, dig deep into his conscience for his real motive, and also estimate, in advance, exactly what he expects from each dollar. He need tell nobody his guess. He should by no means quit advertising if he falls short. For the sake of his soul and his business, however, he should never draw a check for advertising without a reasonably close calculation as to when and how he is going to get that money itself, or at least the interest on his investment. He may prefer repayment in a more intangible advantage. But, even so, he owes himself, his business, and the advancement of advertising the ordinary business decency of a clear decision as to exactly what he buys in advertising with every dollar any other department might advantageously spend elsewhere. And to American industry generally he owes the precaution that his dollar should make no part of Hoover's "enormous waste expenditure."

Long ago I asked a newspaper man why he used valuable space for the good old comparison of agate lines with other newspapers. Apparently he merely followed custom; reasons came slow. "Oh," he said finally, "it stirs up our competitors!" There spoke Sam Hecht, honest man and shrewd rule-of-thumb analyst.

Editor's Note

THE following article is part of a chapter from a book on advertising written by Kenneth M. Goode, contributing editor of ADVERTISING AND SELLING, in collaboration with Harford Powel, Jr. The title is: "Now We Can Be Sold"; with the sub-title: "An Encouraging Book for Discouraged Advertisers." It will be published about the first of the year by Harper and Brothers, New York. We publish it through their courtesy and in forthcoming issues will carry other chapters.

wealthy hypochondriacs or lawyers Frankly he recognized the Roosteravoid spite litigation. But to his Crow, the second strongest, perhaps, doctor or lawyer, if to nobody else, of all advertising motives.

> "W HAT'S the most interesting thing anyone can find in any photograph?" once asked a noted psychologist of his college classroom. "Your own likeness," he told them after an hour's wide discussion. The class agreed, "The whole world," observed a great editor making the same point, "is divided into two parts: those who want to get into print and those who want to keep out of it." The urge to see ourselves in print is universal. It is powerful beyond ordinary calculation. So powerful, indeed, that the chief anxiety of those not thus distinguished themselves, is to become closely connected with someone who is. Next to parading in the public eye yourself, the greatest "kick" comes from seeing in print some friend or acquaintance. This is peculiarly true of business connections. Employees dislike working for an unknown concern, just as they dislike living in an unknown suburb or driving an unknown car. To officers and stockholders, of course, the fame of their company is a distinct financial asset. These facts, not infrequently, lead to expensive institutional advertising, theoretically for the good of the company, but actually to gratify the individuals at its head.

When this vanity advertising is really independent and aggressive if

has distinct merits, much the same as a Sunday silk hat. Unfortunately, fear of staying out of advertising is often more potent than faith in going in. Too many advertise as they subscribe to the Christmas Fund; they ask what the others are doing, and put themselves down for about the same amount. This, unfortunately, accounts for the pains each man takes to have his advertisement not too different from his competitor's.

Vanity advertising ought to keep the courage of its convictions. Unspoiled original-

ity and an honestly personal message might do much to redeem pages now wasted on obvious efforts to achieve an "advertisement." Whatever may be its practical results, the "spread" between the pleasure of seeing our own advertisements alongside our competitor's and the discomfort of seeing our competitor's in print without us is unquestionably the most powerful advertising motive.

These three motives: Rooster-Crow, See-Ourselves-in-Print, and Go-with-the-Gang, though seldom recognized and less often admitted are, let us say again and again, always sufficient causes and often sufficient reason for advertising. The effect of preparing this advertising, and sometimes the advertising itself, often does good. Where costs are kept low it can do no harm. The only reservation is that this advertising, as such, should not be taken too seriously commercially.

Our conversation about our own affairs seldomeir rouses intense enthusiasm even among our best friends. Advertising written in the same spirit can hardly count on more cordial consideration. Therefore, advertising to please ourselves cannot reasonably be expected also to bring in business profits. Any piece of copy that thoroughly satisfies two or three heads of a business has already accomplished much. It is entitled to rest on its laurels.

Some honest advertiser may, with

[CONTINUED ON PAGE 62]

# What Are Disgruntled Users Doing To Your Business?

By L. W. Patterson

N the manufacturing of merchandise every effort is made to correct defects. Probably all articles that are finally marketed have been subjected to practical tests by users as a supplement to laboratory methods; for, to quote the experience of a maker of electric refrigerators, "laboratory performance is one thing; kitchen performance is quite another; and the kitchen counts."

After, however, the product is launched, and after success has repaid those who foresaw the need for it, a curious blindness sometimes creeps into the selling and advertising. "Any man," ran the lines of our school-boy Cicero, "may commit a mistake, but none but a fool will continue it." Yet the early sales for a product do, at times, promise so well that inherent defects get overlooked, for the reason that volume of sales screens the equally growing

volume of dissatisfied users until, with a suddenness that bankrupts the concern, the curve of returned merchandise climbs above all other curves.

From coast to coast, from automobile seat or Pullman window may be seen a glaring illustration of just this experience. Ten or twelve years ago the Akron rubber giants numbered one whose name is today but a memory. The name has disappeared entirely from dealers' lists, from the commercial registers, from the billboards—of which it was a pioneer user. But not from farmers' barns, that first field for the billposter in those days when "free painting of your barn" bought

space without cost for renewal so long as good paint would endure. For the tire in question, those orange signs on a background of black, are silent reminders of a disaster which came, principally, because the management turned a deaf ear to "disgruntled users."

For several years prosperity ruled. The company had ambitions to become one of the four or five rubber kingdoms. The ambitions of the management, fortified by the handsome earnings of a few years, were not for one moment dampened by an oncoming fog of complaints—a volume of them so huge that in 1926 anyone can discern the facts, but yet at the time so obscured by the daily business grind that the company itself failed to see them in 1914-1916.

A stockholder questioned the "allowances" that featured heavily in costs. At another time he was

troubled by the ratio of dealer mortality. But all was easily explained away by reference to the troubles of competitors, to the newness of making "cord tires," and the like. Finally, in irritation at this stockholder's insistent criticism, "inside interests" silenced him by purchase of his shares which were, incidentally, the largest individual holdings in the concern.

Then, out of clear sky, bank-ruptcy came. The company was ruined, by—among, of course, other causes—the accumulated howls from disgruntled customers; and, during the succeeding years of interim operation, the assets were absorbed; not for distribution to owners of the stock but for "allowances" to ultimate purchasers, forced from the tottering treasury by dealers who refused to settle accounts unless protected for those allowances. Whenever, therefore, "Portage

Tires," in letters of orange upon a background of black flashes before your eye, remember that black has ever an ominous look. Any concern that pays no heed to its disgruntled users may, in its turn, need the appropriate color of mourning.

Within a year, the president of one of our greatest railroads made the keen observation:

"No problem in railroad management is further from solution than the one of computing the business we lose. A pert reply by a forty-dollar clerk may cost us fifty thousand dollars in freight; the mixup between standard and daylight time drives unknown patrons to buses. No



THE president of one of our railroads stated that no problem is further from solution than the one of computing the business his company loses. In the vacation crowd, in the shopping crowd, in every personal relationship there is bound to be a certain amount of dissatisfaction. The disgruntled user is difficult to trace, but he is a potential snag for every enterprise

railroad has any method of knowing what traffic they lose or why they lose it. If we could learn the 'why' we might correct some of our short-comings.

"The hardest side of the situation is that, in the nature of railroading, customers of importance must be handled by hirelings; and we operating officers are so worn by the bigger problems that we never hear of the causes of dislike. I have a belief that a lot of hostility to the railroads had its origin in petty irritations."

There you have it again—disgruntled users.

Or it may come to the surface in another manner. In New York State is a certain inn, rather well

known, which at one time enjoyed a distinct patronage of English-born persons. Imperceptibly, complaints began to arise about the dining room. So indefinite were the mutterings, in fact, that the management was scarcely aware that dissatisfaction was rife, until the crash had come and a new management took hold.

In relating the experience, afterwards, the owner-manager recounted that patrons would ask for a second pot of tea. Occasionally one would bluster at the waitress about the poor tea. To all these grievances, the management protested that only the best English tea was used, for which statement evidence was at hand in the individual tea balls.

"You always have to do some explaining," declared the ex-manager. "in a dining room; and I took it as a part of the job." Gradually, however, patronage fell off. In "explanations" the owner had unconsciously made excuses to himself. He had not investigated his tea ailments. He had, in other words, taken the complaints to be pestiferous, petty things, whereas they were the dull mutterings of a real failure to run a good restaurant. This fact was ferreted out by the succeeding owner, who declares the whole trouble to have been:

"The dish washers did it all. They washed the individual tea-pots in dish water. No good restaurant [CONTINUED ON PAGE 74]

# Who Will Sell Plumbing Tomorrow?

ILL plumbing materials be sold by the manufacturer direct to the public? Will the jobber enter the contracting field and sell and install all classes of materials? Will the master plumber be forced into the same position as the carpenter, the bricklayer and the painter? Who will do service and repair work? Will the master plumber be forced out of the merchandising field, or will he enter it more aggressively?

Leaders among the master plumbers, jobbers and manufacturers are looking to the future of the industry in the light of developments in recent years. Few plumbers would be willing to see their business slip into the plane of other building trades, where the workman sells only his labor and has no control of materials or supplies. Yet authorities in the plumbing industry predict that such a situation is rapidly approaching.

With normal production and a normal number of retail outlets there was a regular system of distribution in the industry. Goods were sold by the manufacturer through a salesman or representative to the jobber, by him to the plumber and by the plumber to the public.

With present conditions of greatly increased production and multiplied retail outlets, abnormal competition has entered. There can now be found

every conceivable system of marketing in the plumbing industry.

Manufacturers, with a tremendous invested capital, a name established through extensive advertising and a growing output must look for the sales channel that promises the most rapid and profitable returns. This may be through the jobber and the master plumber. If sales through this channel are not satisfactory, direct factory branches may be established to sell to the public.

Competition among the wholesale supply houses may bring about great wholesale-contracting organizations. The jobbers are now selling direct to many organizations. It is common knowledge that retail outlets are maintained by some companies.

TOMORROW may see a few great contracting companies where there exist many master plumbers today. These firms would sell and install plumbing and heating, buying direct from manufacturers, maintain repair and service departments and have a corps of salesmen working from elaborate showrooms.

Already the master plumber has lost control of many profitable lines of merchandise that should go through the channels of this business. Electrical appliances, water heaters, refrigerators, oil burners, bathroom accessories, furnaces, cabinets and trimmings are now sold on the open market to the general public. In most cases the plumber in the business.

has lost even the installation job. Manufacturers of these lines recognize the advantages of selling through other channels, or of selling direct, installing and servicing their own products and eliminating one step in distribution.

Why are the oil companies in the business of retailing gasoline? Because the independent retailer did not supply a great enough volume of business. The same reason accounts for the chain grocery store and the chain drug store.

When a man builds a house he may buy his lumber himself and hire a carpenter, the hardware is seldom purchased through the man who puts it into the building, brick is not sold and controlled by masons, roofing is on sale at any building material company. Only in the plumbing industry does the builder go to the artisan for his materials, as well as for the labor of installation.

That plumbing will be sold direct to the public or through large firms, now in the plumbing or jobbing business, with the workmen to install the materials, is not a wild dream. That the small plumber, without working capital to compete with the jobbing companies or manufacturers, will be eliminated or forced into a new system of merchandising does not seem unlikely if such conditions result. Men who look to the future of the industry do not hesitate to state that indications point to radical changes in the business.

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## Christmasitis

#### Christmas Comes But Once a Year But When It Comes It Brings on an Attack of Frenzied Copy

### By Steven Gilpatrick

WAS the night before Christmas and Thomas Fondhusband be a mingly descended the stairs to the hall, where a Christmas tree waited in spangled glory.

And well might he beam with delight and anticipation!

Wasn't he carrying in his arms a lusty burden gleaming in white tissue and scarlet ribbons, tomorrow's gift to the lovely lady who graced his home and shared his name?

Already he could picture the loving gratitude which would add radiance to her starry eyes as, with quick expectancy, she tore away the wrappings and came upon the gift beneath.

There could be no question as to her appreciation.

Hadn't he searched through the pages of her favorite periodical for suggestions and guidance, and hadn't he found just the nicest present illustrated and described in the Christmas number?

"Beautifully enameled in white, French gray or delft," the advertisement had read, and he had selected the delft as reflecting the azure of her eyes.

Ah, but he was glad that he had noted that headline—"Special Xmas Offer" and had sent for this "odorproof, 2-gallon pantry pail" which would mean "no more open garbage or rubbish in the kitchen."

Yes, dear reader, as you have rightly assumed, Mr. Thomas Fondhusband is a creature of pure fiction, but the suggestion of a garbage pail as a Christmas gift you will find, if you care to look it up, in the December, 1925, issue of one of our foremost feminine magazines. That



much of the above story is actual, all-wool, taken-from-life fact.

I wonder how many gross of the advertiser's garbage pails were actually used as Christmas gifts last year?

It's all very well, of course, to try to make advertising timely whenever a logical opportunity presents itself, and it's also perfectly legitimate to utilize any reasonable merchandising stratagem in the effort to move goods, but, frankly, hasn't the time come for advertisers to show a little pity for the brutally overworked Christmas gift theme?

Is SN'T there a point beyond which the "give my goods as Christmas gifts" motif becomes a vulgar and avaricious burlesque and an affront to the spirit of the occasion?

Doesn't it put advertising in the light of being something which can be prostituted to the most deplorably sordid efforts to rake in an extra puny nickel or dime?

Doesn't it mark the men and women of the advertising world as being lacking in dignity, in pride of craft—yes, even in a saving sense of humor and proportion?

And, finally, do such exhibitions make the public respect and grow more responsive to all advertising?

These thoughts are not self-born.

Three separate individuals within my personal circle of acquaintanceship took occasion, last December to comment on the blatant absurdity of various Christmas advertisements which had provoked either their risibilities or their resentment. Assume that my acquaintanceship is fairly typical of magazine readers as a class,

and, by the law of averages, you can easily calculate that last year's Christmas season advertising inspired from one million to several million adverse comments.

That isn't helping advertising.

The garbage pail advertisement was clipped out and saved for me by a feminine critic.

A second, also feminine, ironically praised the thoughtfulness of an advertiser who suggested that one of his kitchen brooms would be a fitting and appreciated gift.

The two comments just mentioned certainly indicate that the fair sex resents the suggestion that Christmas should be utilized to supply homekeepers with the utilitarian tools and equipment necessary to a home's routine. For that reason I am curious as to the results obtained by an advertiser who used colorpages to suggest a weighted polishing brush, with accessories, as a Christmas gift.

[CONTINUED ON PAGE 82]



METROPOLITAN TIFE INSURANCE COMPANY - NEW YORK Buggest in the World, Mine Assets, More Polics holders, More Insurance on toxes, More new Insurance and year

## When Seconds Count 100 Years to a Day

Published by

METROPOLITAN LIFE INSURANCE COMPANY - NEW YORK Biggest in the World, More Assets, More Policyholders, More Insurance in force, More new Insurance

## A Boy and His "Ad" A Family Problem



METROPOLITAN LIFE INSURANCE COMPANY-NEWYORK



O you ever have moments of doubt concerning health and the future? Very probably—as a normal, healthy being—you do. But also, like everybody else, the chances are that you drift along convinced that the serious accidents and troubles happen only to the other fellow. This series put out by the Metropolitan Life Insurance Company offers to the I terate that jolt which may arouse them from foolish complacency; and it includes advice that is as sound and arresting as the copy and illustrations

# The Fiction Writer in the Copy Room

### By James H. Collins

OME years ago John Cotton Dana told me that magazine covers are regularly put away in his permanent files, especially the covers from "a well-known national weekly."

Mr. Dana is himself well-known as the librarian who first saw that business men needed printed information about their work, and undertook to serve them with technical books and material from business publications. One of his branches of the Newark Free Library is devoted to business service.

Magazine covers will grow more and more interesting as the years go by," he says, because their every-day characters and familiar incidents furnish a wonderful record of American life. In a little while, as we change, they will give us a faithful account of what we were today; how we looked, what we wore, our tools, playthings, pleasures, difficulties. They will be the country's old family album."

Now, magazine covers are advertisements—posters designed to attract attention on the news-stands and sell the magazine.

Magazine covers are also short stories—skilfully wrought fiction appealing to that great public which is so much the concern of the literary man and the advertising man.

On the news-stands lie the different magazines, each with its cover. Millions of people pass, as along a great street, and select reading matter by the interest of the covers as much as by habit. A good cover will switch them from one periodical to another.

When the magazine is opened it, too, is like a street through which throngs of people are passing. In the case of "a well-known national magazine" the crowd probably numbers eight or ten million persons each week; just ordinary people, such as you see in any city or village street. Along this imaginary street, inside the magazine, are various shops in which the authors display their wares. The big shop on the principal corner offers a timely article

or a gripping serial. Everybody will pause there, and most people will go in. Other shops serve politics, adventure or confessions. Madame Elsinore has a piquant new line of sex goods. Slango, the humorist, does sleight-of-hand tricks with the American language. Sandwiched in between are smaller shops appealing to the passing throng with more solid but less showy information: how to save and invest money, how to get a job, run a business, feed a husband, go to Europe.

Each author is a merchant, and by the sheer appeal of his wares gets the lease of a shop on this imaginary street that week, or month. If he is a popular novelist or an explorer who has just discovered the North Pole again, the people come in eagerly. But most of these literary merchants must attract the public by window display, and pull the people in with enticing introductions, and teasing titles. It is necessary to be out on the sidewalk, like an old-time Baxter Street clothier, if you deal only in useful information. To get people in is the literary man's prob-

T is also the auvertising problem, with the added handicap T is also the advertising writer's that the latter must catch people on the way from shop to shop, and talk to them about things they may want to forget. "How about spending noney for my merchandise?" he must suggest, while their minds are set on entertainment. His space is more limited than that allowed the author, though he does enjoy certain advantages over the literary man. He can use display type and his own kind of pictures; and sometimes he has the assistance of color, where the author is restricted to the common text type, and has been deprived of aids like

Both the literary man and the advertising writer understand why people pour through this imaginary street, and in fiction and advertising the methods of catching and holding their attention are so strikingly alike, in some respects, that each

might learn effective technique from the other.

The people are seeking escape from themselves. They have been shut all day in factories and offices, in household work and the routine chores of everyday existence. They want to live in a more exciting For their diversion the world. author invents or selects characters, puts them through interesting experiences, and makes a story. If he does it superlatively well, his characters may be more alive than any in actual life. "Falstaff" is more real than anybody who lived in England in his day.

To hold the customers a moment, while he talks about merchandise, the advertising writer often makes a story, with characters saying and doing things.

Lately, one of the magazines has been publishing "short" short stories, of a thousand words or less, in the belief that ordinary short stories have grown too long. The advertising writer who uses fiction methods has been creating these short short stories for several years. His story entitled "How About Spending Some Money?" interrupts the reader who is following the trail of a long short story into the back pages of the magazine, and steals attention so cleverly that there arises the question: Who is the best story-tellerthe fiction man or the advertising Many successful authors, man? conditions, frankly knowing the admire the advertising man's work. He is not the best story writer, perhaps. But he is often the best incident artist. Turn the magazine pages at the point where Gladys is yawning, and trying to decide whether to wear the blue bombazine or have cabbage for dinner. Right there, at that breathless moment in the fiction writer's story, you meet a fire chief, at a fire, with something to say to you. You know he is going to talk only about automatic sprinklers or asbestos shingles, but he starts off like a good story, and you stop to listen.

[CONTINUED ON PAGE 52]

## "Let's Talk About Your Business'

#### A Series of Booklets for Retailers That Strikes a New Note

in print to the retail merchants upon whom his prosperity depends?

Shall he exhort them? Appeal to them? Preach to them? Flatter them? Or what? Is there a sure way of hitting that elusive target,

the great American dealer?

To one before whom in his daily work flows an endless stream of communications to "the trade" it sometimes seems as if the years spent in dissecting the "dealer mind" and exploring "dealer psychology" have brought shockingly meagre results.

Circus type, ballyhoo, and animated cash registers dancing a jig to the bing-bing of the inevitable bell are still regarded as surefire stuff. Manufacturers still mount the stump and orate about the colossal virtues of Our Business and Us, trusting in their ability to flatten the retailer with the heavy artillery of trade dominance and what We are doing for You.

Is the grandiose style effective? It may be heretical to say so, but we have our doubts. We have a sneaking notion that the average dealer who receives a booklet, folder or

#### Bargains and Orphans

(The conversations quoted in this booklet are based on interciews with the men in charge of radio in three nationally known stores.)

Many times in the last three or four years you have opened up your newspaper to find a big advertisement of a special radio sale. Sometimes the featured models have had the name of a more or less well-known maker-not Atwater Kent. Sometimes they have had a strange name, and you said to yourself:

"They've had those sets made up for them by some one and have tacked on that fancy name. Next week they will call their sale

models something else.

And you have probably wondered how the store came out with sales of this kind. drops it into the nearest receptacle, out of the air but drawn from the "Another one of those things," and goes on thinking about his business.

However, once in a blue moon there comes along a batch of literature of another color. We have one before us now. It is a series of six pocket-size booklets prepared for its retailers by the Atwater Kent Manufacturing Company. It appears to have been written on the theory that this company, in the course of its business, has gathered from the sales field a number of facts and suggestions which the whole mass of radio dealers might like to know about.

Mr. Kent seems to have assumed that for the time being the retail merchants knew all they needed to know about the Atwater Kent Manufacturing Company but that they might appreciate a few hints for in-

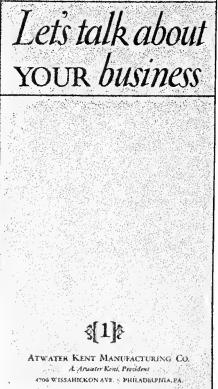
OW shall a manufacturer talk broadside of this type sighs, as he creasing their sales-hints not picked experience of successful radio merchants out on the firing line. And the possibility that this information might increase the sales of other makes of radio as well as his ownfor the number of dealers who handle only one make is very smallseems to have worried him not at all.

> But what we started to talk about was not the broad vision evinced by the disinterestedness of these booklets, but the booklets themselves.

> They are by-products of the Atwater Kent Manufacturing Company's national radio survey. In order to get a picture of radio as it stands in 1926, the company sent out eighty-six investigators. They travelled nearly 50,000 miles in the United States and Canada and had personal interviews with 1083 retail merchants, thirty-seven wholesale distributors and 3672 owners and non-owners of radio sets.

> The general title of the series of booklets is: "Let's Talk About Your Business." The style is colloquial—

> > [CONTINUED ON PAGE 75]



BOVE is reproduced a cover A and, on each side, a sample page from this refreshingly original series of pamphlets "to the trade." The typography and illustrations deserve attention.



chant sold more Atwater Kent Radio, by far, than any one else in town. He spends money in displaying his business to the public, and finds it pays.

Let's jump to another city in another part

of the country—a larger city.

Here a reporter's eye was caught by the simplicity of a certain window. The only merchandise shown was an Atwater Kent Receiving Set and its companion Radio Speaker. Two vases of flowers, a velours background and one placard reading, "It's

## THE · EDITORIAL · PAGE

#### Modern Branding Science

THE other day the California walnut growers ordered 125 more of a truly modern machine. It automatically puts the "Diamond" trademark on the shells of the walnuts that grade up to the standards required. Thus we will now soon be eating one more article which is trademarked and which even 10 years ago few people would have dared to think would some day be a branded, packaged article. Today eggs, vegetables, apples, grapefruit, even potatoes and oysters are branded—not a carton, but each individual unit. It is now apparently the turn of the lowly prune.

The branding progress in 15 years has been tremendous. It has reached fields always held to be palpably unsuited for branding—women's dresses, vegetables, fruits and fish. We have become so used to achievements in this direction that we should probably not turn a hair if we heard that anthracite coal lumps, each individually, were now to be branded!

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#### Price Loses to Quality

BEFORE the national convention of the Home Economics Association Convention recently there were presented results of an investigation as to consumer methods of buying fabrics. It was found that price was a poor indicator of quality. In fact, many other surprising things were found: For instance, that compared with actual laboratory tests made of the goods, both the consumer and the salesperson's judgment of materials was exceedingly faulty. It was also found that advertising of textiles was exceedingly sketchy and indefinite in statement, and a poor guide for the purchase of textiles.

Advertising men who have given some thought to the textile industry have long maintained that a scandalously confusing condition obtains among retailers and consumers. The public has few trademarks to go by and has no means of knowing technically the real quality of a material, or even its dye standards or washability. Ambiguous terms and statements abound, and even the intelligent woman buyer has the greatest difficulty in buying quality.

The doldrums in which both cotton and wool makers find themselves, even the uncertainties which have cropped out in the rayon and silk fields, are largely due to the failing in precise, identifiable standards and consumer education and protection. This new investiga-

tion proves it.

ಂ

#### The Aristocratic Prune

It is not enough that the prune now is cartoned, instead of being doled out with the grocer's dirty fingers out of a wooden case. The new pronouncement is that the prune grocers will guarantee to the dealer all cartons against spoilage. Few other food articles are so guaranteed.

What is more, the Sunsweet California Prune is to

be advertised this winter very aggressively. Forty-six cities will have newspaper advertising, 233 cities bill-board and 93 cities car card advertising.

The "humble" prune—in spite of the fact that nearly 200,000 tons are still consumed by institutions, asylums, hospitals, camps, boarding houses, etc.—which constitute the largest single market—is today yielding nothing to the other table delicacies. The prune is popular and enjoys an enormous volume of sale. The reason is not far to seek—the prune is merchandised and advertised with up-to-date skill; while such old-time family table "stand-bys" as lentils codfish, hominy, etc., are neglected, though possessing plenty of intrinsic merit.

e>0

#### Tricky Advertisements

At the recent convention of the National Association of Direct Selling Companies, one major subject for discussion was the matter of what was termed "tricky ads." Offers of a "free automobile" or a "free suit of clothes" have characterized much of the copy used by such concerns in their effort to secure salesmen, but within the association a feeling is gaining that it is futile promise much more than the average inexperienced salesman can earn.

The tricky advertisement will not disappear immediately, but in time it is bound to succumb to its own trickiness.

**∞**≈0

#### British Government Sales Advertising

A CCUSTOMED as we are in the United States to regard this country as at the top in advertising ingenuity, utilizing every possible space for advertising, it comes rather as a shock to learn that Europe is applying ideas which would make us gasp. France is selling advertising space on its letter boxes, and now England is putting into effect the scheme of incorporating private advertisements on the post office's date stamps on letters. In England your lady love may receive billet doux from you with the words stamped on it by the British Government: "Use Beecham's Pills."

To do England justice, the most dignified advertisers are protesting. Harrod's, the best London department store, points out that under this scheme the result may often be that the firm's carefully planned and expensive circular may reach the customer's hands stamped with the advertising of a competitor. A folder urgently advising you against drinking coffee, and offering a new coffee substitute, might have put on it a stamp by the official action of the government, containing an advertisement for coffee!

Of course, the explanation of the unique idea of the government selling advertising space—entirely new to this country—originates in the great need of European Governments for cash. Nevertheless, it raises a number of very interesting questions when the Government comes to selling advertising space; questions which must inevitably lead to sharp controversies and queer situations.

## The Importance of Being Earnest **About Exporting**

By B. Olney Hough

manufacturers been engaged in exporting their products for years. Many others begin to think about such a project with each new year. Consider the following stories as addressed to the latter class. They are more than tales that adorn; they point a moral: that intelligent consideration of conditions, comprehension and understanding of prospects and possibilities, as well as of handicaps and obstacles, must be backed by seriousness of purpose. That man does ill by himself and ill by his fellow Americans who just "guesses he'll take a shot at" exporting. Scores of such men have lost money solely because they never were earnest in their thoughts and plans for export business.

Any manufacturer successful here may also succeed in other countries. Every sort of goods made in the United States can be sold in some, if not in all, other countries. But success abroad is not a ripe, juicy fruit hanging low from every branch in each orchard ready to fall into the basket. The manufacturer wishes success in exporting must hunt the fruit seriously. He must bend the branch within his grasp, and must not expect the fruit to fall of itself. He must pick it and handle it tenderly, wrap it up carefully and

have stow it away scientifically lest it be bruised and spoiled. Ignorance and indifference will ruin export prospects just as they will and do ruin domestic business.

Now for a few stories which may amuse while they help to illustrate the importance of being earnest about exporting.

Mexico, thought the president of a nationally known American company a few years ago, looks to me as though it might be a good market for our product. He had an investigation made and decided that there was no good reason why it should not be a good market. Four years ago his company spent \$6,000 in promotion work in Mexico. That year its sales amounted to \$3,000. The next year, its second in Mexico, it spent \$8,000 and sold \$5,-

000. The third year,

1925, its expendi-

ture in promotion work was \$16,000; its sales, \$25,000. In three years it had spent \$30,000 to secure a total of \$33,000 worth of business. Discouraged? Not at all. The company positively knew that a market existed for its product in Mexico, and it meant to get that market. This year, spending about the same promotion money as last year, sales have trebled, quadrupled, quintupled. That company is in earnest about its export trade. There exist manufacturers who are not.

Some people, apparently, consider that the connection of their names with the mere phrase "foreign trade" identifies them as big, public spirited citizens, that it gives them a kind of cachet of distinction. Take, for example, the program of a recent foreign trade conven-

> CONTINUED ON PAGE 481



7: Publishers' Photo Service, Inc.

MIERE was an exporting com- ${f L}$  pany that kept steadily after its Mexican markets in the face of apparently discouraging returns. Its sales are now quintupled. An American firm bought a mill in Egypt in order to sell oil—and it did. In exporting there is no place for the dilletante. Nothing but carnest application will do BRUCE BARTON

ROY S. DURSTINE

ALEX F. OSBORN

## Barton, Durstine & Osborn

INCORPORATED

 $\mathcal{A}_N$  advertising agency of about one hundred and ninety people among whom are these account executives and department heads

Mary L. Alexander Joseph Alger John D. Anderson Kenneth Andrews J. A. Archbald, jr. R. P. Bagg W. R. Baker, jr. F. T. Baldwin Bruce Barton Robert Barton Carl Burger H. G. Canda A. D. Chiquoine, jr. Margaret Crane Thoreau Cronyn I. Davis Danforth Webster David C. L. Davis Rowland Davis Ernest Donohue B. C. Duffy Roy S. Durstine Harriet Elias George O. Everett G. G. Flory K. D. Frankenstein R. C. Gellert B. E. Giffen Geo. F. Gouge Gilson B. Gray E. Dorothy Greig Mabel P. Hanford

Chester E. Haring

F. W. Hatch Boynton Hayward Roland Hintermeister P. M. Hollister F. G. Hubbard Matthew Hufnagel Gustave E. Hult S. P. Irvin Charles D. Kaiser R. N. King D. P. Kingston A. D. Lehmann Charles J. Lumb Wm. C. Magee Carolyn T. March Elmer Mason Frank J. McCullough Frank W. McGuirk Allyn B. McIntire E. J. McLaughlin Walter G. Miller Alex F. Osborn Leslie S. Pearl T. Arnold Rau Paul J. Senft Irene Smith I. Burton Stevens William M. Strong A. A. Trenchard Charles Wadsworth D. B. Wheeler George W. Winter C.S. Woolley J. H. Wright

BP

NEW YORK 383 MADISON AVENUE BOSTON
30 NEWBURY STREET

BUFFALO 220 DELAWARE AVENUE

Member American Association of Advertising Agencies Member Audit Bureau of Circulations Member National Outdoor Advertising Bureau

# How One Company Controls Production—Sales—Buying

By James M. Campbell

States were operated at capacity, production of manufactured goods would be about twice

In other words, we have nearly twice as many factories as are needed to satisfy consumptive demand.

For this, the War is responsible. To supply our own needs, as well as those of the "allied and associated" powers, hundreds of new factories were built and a large percentage of existing factories enlarged. With this result: Factory owners, as a class, find themselves possessed of equipment which is producing only about half or two-thirds as much as it could—and would—produce if buying power were greater.

Such a condition could be accepted with equanimity, as a part of the great game of business, if overhead kept step with production; rose as it rises; fell as it falls. But that is not the case.

Salaries and wages, fixed in many cases during the War when profits were not normal, or since the War, in recognition of the fact that living

F every factory in the United costs are higher than they were, point below the cost of production. have not changed very much in recent years. Freight rates tend upward. Brokerage, commissions, telephone and telegraph tolls, drayage, printing, stationery, advertising, storage and rentals cost about as much as they did, four, five or six years ago. And while some of these expenditures fluctuate as the volume of business moves up or down, more

> It follows, then, that there is a constant urge on the part of factoryowners to increase output. "The more we produce, the smaller will be the unit-cost of production." That is the argument. It holds good —as an argument. And a policy of increased production, maximum production, if you will, is likely to be profitable in years of intense activity, when the price trend is up. In years when business is neither good nor bad-"just fair"-and when, as now, prices tend to fall, rather than to rise, a sharp increase in production is more likely to lead to loss to do with distribution—the tendency than to profit. For, eventually, in order to get rid of surplus stock, prices may have to be reduced to a only "on order"; that is, only if

At every convention of manufacturers this matter of controlling production, while it may not be discussed on the floor, is in every man's mind. It will not down.

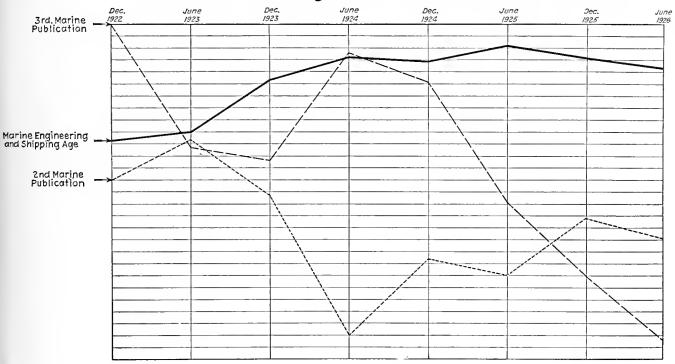
Though demand is slowing down in many lines, the cost of distribution is nearly, if not quite, as high as it ever was. Wholesalers and retailers continue to clamor for more liberal discounts. Salesmen, if they are worth their salt, expect and usually get an increase in salary every year or two. And every such increase is pretty sure to be accompanied by a corresponding increase in traveling expenses, for the salesman who gets \$200 a month quickly adjusts himself to the idea of stopping at higher-priced hotels and eating more expensive meals than when he received fifty dollars a month less. For one case where freight-rates are reduced, there are a dozen advances. It is the same with almost everything else that has toward a higher level is continuous.

As a rule, purchasing agents buy

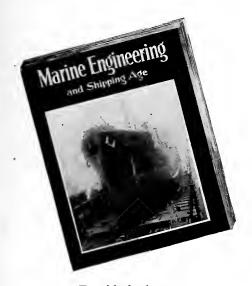
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Besuty Fright																
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Busy Boe													l			
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Pride											1					
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Gain	X XXX X	XXX X	X	X XXX XX	X XXX	XXX X	73XX X	x xxx xx								

#### Comparison of Circulation

of the Three Leading Marine Publications for 3½ Years



## Leadership in the Marine Industry



Established 1897

The leadership of Marine Engineering and Shipping Age stands pre-eminent in the marine industry regardless of the yardstick you may use.

It is the only publication devoted exclusively to the Engineering side of Ship Building, Ship Repair and Ship Operation and its influence among those with purchasing power in the marine industry is evidenced by the classification of its subscribers in the Audit Bureau of Circulations report.

Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street

New York, N. Y.

608 S. Dearborn St., Chicago 6
New Orleans, Mandeville, La. San Francisco

6007 Euclid Ave., Cleveland Washington, D. C. London

Marine Engineering
A.B.C. and Shipping Age A.B.P.

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Busy Bee	4,000	4,236		1 1			
Pride	1 000	X XXX		1 1			
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Busy Foe	1 3300	X XXX	1	1			
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Eto., etc.	X X/A	x xxx		1 1			
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Budget Number Two

and when they are specifically authorized to do so. Nevertheless, the purchasing agent who will not lend a willing ear to the offer of an exceptionally low price, "if you double your order," is as rare as a snowfall in July.

Treasurers of manufacturing concerns are a good deal like purchasing agents—usually they borrow only when instructed to do so. Yet, if and when they are offered a loan of \$100,000, when all they really need is \$90,000, they may accept—if the rate of interest is attractively low.

Over-production! Selling cost! Over-buying! Over-borrowing! These are—and for years to come, will be—the "high spots" in business administration. And anything that throws light on how they can be controlled is pretty sure to be read with interest.

THIS article—and one that follows—does that. It tells how one company has solved certain problems which disturb factory-owners; how, by budgetting, it has made overproduction impossible; how it controls the cost of selling and how it neither buys more raw materials nor borrows more money than it actually needs.

The Blank Company—I will call it that—has an authorized capital stock of \$25,000,000, of which about \$17,000,000 are outstanding. It has no bonded indebtedness. For the last five years it has averaged a net profit of a little over ten per cent per annum. Its dividend record is unbroken and covers a period of more than thirty years. Its products are regarded as necessities and are sold, entirely, through jobbers.

reaching through grocers. Its field is petitive. fnate from year to year but principal company's factory is in the Central West; branch factories are located in the South, Northwest on the Pacific Coast, and in Canada. Export business is not Branch offices are maintained in several cities. The company employs salesmen who call only on jobbers and other salesmen who take orders from retailers,

these orders being filled by jobbers. The business is not seasonal; consumer-demand varies little from month to month. For that reason the sales and manufacturing problems of the company are more easily solved than those of manufacturers whose sales are influenced by such uncertain factors as fashion and the weather. The company's products, while they are all of the same general nature, differ considerably in quality, price, packing, etc. All are trade-marked. No special effort is made to force the sale of one brand as against another for, while the higher-priced brands yield more profit than the cheaper brands, it is as important, from the factory

stand-point, to market the cheaper brands as those of better quality. Brands differ noticeably in the matter of vitality. Some show a gratifying increase, year after year. Of others, the contrary is true

Let me say, further, that the management of the Blank Company. while open-minded and aggressive, is inclined to be conservative. A new idea does not appeal to it merely because it is new, It believes in making haste slowly, in building solidly, in looking before it leaps. It believes that every business enterprise should have an objective; that that objective can be attained more easily

reaching the public and more quickly by adhering to a program than by acting on impulse petitive. Profits fluctuate considerably a sales-making standpoint, as a from year to year but factory output does not vary greatly. The company's principal and more quickly by adhering to a program than by acting on impulse and whim; that optimistic wishes are not nearly so productive, from a sales-making standpoint, as a soundly based sales-quota; and that most, if not all, of the major problems of business can be solved by budgetting.

Most important of the budgets which govern the operations of the Blank Company is the Sales Budget.

In its preparation, December is regarded as a half month and November as three-fourths of a month—this, because during those months grocers are too busy with their Christmas trade to pay much attention to the company's products

THE Sales Budget is compiled in this way: In December of each year, every jobbing salesman notes down, brand by brand, the number of cases which have been bought by every jobber in his territory. Then, after taking into consideration the condition of business, stocks on hand, activities of competitors, their sales-force, jobbers' own forces, the tendency of certain brands to increase and of others to decrease, the company furnishes the branch manager with a detailed estimate of the number of cases which they believe they can market during the next twelve months. This estimate is really more than an estimate. It is regarded not only by the man who prepares it, but by his superiors, as a promise, as binding as if he had said, "I undertake [CONTINUED ON PAGE 66]

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Factory	Quota	Actual	Quota	Actual	Quota	Actual
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i						
Northweet						
Beauty Eright	3,000	3,100				ì
Busy Bee	2,000	1,850				
Pride	X XXX	N XXX				
Etc., etc.	X XXX	X XXX				ļ
Total	XX XXX	7X XX				
Southern						
Beauty Bright	1, 110	1,100				
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						1
Canadien						
All Red	6,000	5,800				
Meteor	3,000	3,100				1
Eto., eto.	1 XXX	X VOA		[]		

Budget Number Three

## A Page from The Christian Science Monitor.

THE CHRISTIAN SCIENCE MONITOR, BOSTON, WEDNESDAY, JULY 28, 1926

GERMANS MEET LEAGUE TERMS

Lord Cecil Finds No Reason to Doubt That Combitions Have Been Fulfilled

"MODER IS A



using The Christian Science Monitor?

shown on this page.

ing messages before the readers of this International Daily

lty in regard to the matter This papers, loc, were listed at \$2 personnel with the two mate collections on the commission over the staff personnel for

Newspaper.

B. & S. Jewelry Repair Co

See who they are.

A few of them are

If you like, ask any of them why they place their advertis-

Getting Acquainted With the Old Oaken Bucket



SOFIA REPLIES TO SOVIET NOTE

Bulgaria Suggests League Investigate the Russian Refugee Incident

MOTH PROTECTION

The 20th Century Limited

Leave Boston 12:30 p. m. Arrive Chicago 9:45 a.m.

Saves a Business Day

**BOSTON & ALBANY RAILROAD** 



CUSTOMS OFFICERS

Co-operation With Horticul-tural Board Proves Success

CARBONA

#### Retention of Party Control Holds Republican Attention Immediate Question in Contemplation Is How

Many Seats Can Be Held in Coming Elections







CADILLAC has periodically for a quarter century, inaugurated developments epochal in the progress of the entire motor industry. This year, universal interest attaches to Cadillac's plans because of the unprecedented success of the new, 90 degree, eight-cylinder Cadillac, & Cadillac, next week, will present a message of extraordinary import to all buyers of fine cars.



CADILLAC MOTOR CAR COMPANY DETROIT, MICH,

The Christian Science Monitor

An International Daily Newspaper

Low Summer Fares

Advertising OfficeLin Boston, New York, London, Paris, Florence, Philadelphia, Chicago, Cleveland, Detroit, Kansas City, San Francisco, Los Angeles, Scattle, Portland (Oregon)

## Facts versus Superlatives

### By Holland Hudson

Manager. Department of Education and Research, National Better Business Bureau, Inc.

HAT note does your advertising sound? Is it just a shout, or does it say something? Does it tell a selling story in an interesting way, or does it merely add to the clamor of rather meaningless sound which has led hostile critics of advertising to think of this genuine aid to selling as merely so much megaphoning?

The novice often believes that praise for his product or his business is all that is necessary for profitable advertising. He measures the supposed effectiveness of his copy by the lavishness, the gusto with which the praise is laid on.

The intelligent and experienced advertiser knows that mere selfpraise is a false objective in advertising, whose real justification and purpose is to bring buyer and seller together. A shower of laudatory adjectives may please the advertiser, but unless the copy increases the sales of his product substantially, it fails in its purpose. We have all read so many cloudbursts of praiseful words that they no longer constitute effective sales promotion material. The repetition of superlatives stamps an advertisement as sheer brag, and the reader, who may choose among many more interesting and skillful advertisements, soon lets his eye pass on to the next page. Sales slacken; conferences are called; executives ask: "What is the matter with our volume? It cannot be our advertising. We are spending more money than before. The real cause of the trouble is the fact that the advertising copy, for all its fine art-work, illustration and typography, has emphasized little about the product except the maker's opinion of it. In the absence of facts, readers are "from Missouri."

How does a good salesman sell you merchandise, or service, or securities? Does he tell you merely that his offering is the oldest, the best, the biggest, the greatest, most efficient, most beautiful—or does he show you what he has to sell, tell you what it will do, and point out its unique advantages? If advertising is to help sales, should it pile

adjective on adjective, or present selling facts?

Adjectives come easily to some copy writers, especially the lazy ones. It is always simpler to look in the thesaurus for a few more laudatory words than it is to dig for facts of intrinsic public interest regarding the product or its maker. When the manufacturer accepts such copy in lieu of productive advertising, he will very probably get material well loaded with time-worn, familiar boasts in place of original ideas. The business man who has learned by experience how to use advertising has scant patience with this product of indolence. He demands advertising service which mines, refines, casts, and polishes interesting facts concerning his commodity.

MANY a paragraph and many a page of fatuous, wasteful advertising is written, not because the copywriter does not "know his stuff," but because the vanity of the advertiser will not permit efficient selling copy to be written for him. The copywriter's first draft, setting forth the unique facts about the product. is rejected on the ground that the advertisement is "not strong enough." Whereupon the copywriter, who has dealt with such clients before, grins, tosses his draft into the waste-basket—and tosses in the facts with it. Then he builds up a structure of praise which advertises the advertiser to the advertiser. This is what the customer wants. It may please the advertiser; it may please boards of directors (who, like all amateurs in advertising, know all about it). But such copy is very expensive, measured by sales results. Most agencies, most keen advertising men would far rather deal in facts when their clients or other employers will allow them to do so. Facts are far more interesting to readers and buyers than the latest style in ad-

you what it will do, and point out A claim that Ivory is "The its unique advantages? If advertis- World's Best Soap" would probably ing is to help sales, should it pile sell but a small fraction of the

volume which has been stimulated by the unique statements "It Floats" and "99 44/100% pure." Analyze the effect of such a hypothetical claim on present users of Pears', Jergens', Fairbanks', Colgate's, and fifty other reputable and popular brands. We doubt whether "greatest," "only," "wonderful," "superb," "unequalled" have put a single bar of soap to work for any advertiser. When have such superlatives sold more automobiles, more cans of beans, more shoes and ships and sealing wax than intelligent recitals of fact?

In addition to its economic disadvantages as a distinctly second-rate producer of sales volume, "apple-sauce" copy is sometimes absolutely destructive in its effect upon the confidence of the public. For adjectives, whether in the comparative or superlative degree, are public property. One's competitor has the same right to them.

You think your product is the best in the market. Nay, you know it is. Your competitor thinks *his* is the best product. He is just as positive as you are.

But you know you can "prove" it. You can show, firstly, secondly, and thirdly, that your product is better than all the rest. You may even have eminent scientific opinion to prove it. Whereupon, you go into court and seek to enjoin your competitor's use of the desired superlative. The courts smile, yawn and characterize both advertisementsyour competitor's and your own-as "puffery," an ancient legal term applied to windy trade talk which the courts regard as an amiable and rather infantile weakness on the part of those engaged in commerce.

THE public, however, the real court of last resort so far as sales volume is concerned—notes the contradiction between your superlative and that of your competitor. As you so eloquently urged the court, both of you cannot be right. The public senses this by comparing your copy with your competitor's and, ordinarily, will believe neither of you. Rather does it give ear to the ad-

[CONTINUED ON PAGE 67]



Why should a man buy a Milano Pipe?... Because, among other reasons, the Interrupting Idea behind the product and the advertising is a unique insurance policy which guarantees the purchaser's satisfaction.

—But why should a man read the advertising?... For the same reason that you are reading this—the illustrations are interrupting. Milano Pipe advertising is prepared for Wm. Demuth & Co. by the Federal Advertising Agency, Inc., 6 East 39th Street, New York.

## Maintaining Independence for the Sales Promotion Manager

By James Parmenter

WENTY out of every hundred sales promotion departments are so thoroughly unsuccessful that they are wiped out of existence. Twenty-five out of every hundred sales promotion departments fail of complete achievement and are merged with or absorbed by the sales department or the advertising department. Fifty-five out of a hundred sales promotion departments are sufficiently successful to retain their separate identities—but only eighteen out of a hundred are so markedly successful as to be constantly entrusted with new duties formerly regarded as functions of other departments.

This summary is been included which has not been the subject of personal investigation or in which the attitude of management officials toward their sales promotion departments was not fully

The best test of an idea is to examine closely that very idea at other work. But in the ease of sales promotion and service departments, I found, both from my own experience and that of many others, that success is seldom due to the soundness of the idea. A peculiar type of department head is required for any service or sales promotion department to be thoroughly successful in the average manufacturing enter-

that either a service or a sales promotion department was clearly unsuccessful, I found also that the real Corporation-all names in this arti-



OR the first six months he accepted gratefully the suggestions of both the sales manager and the advertising manager; then he took the reins into his own hands. Responsible only to the general manager, he declined to be over-ridden by any department head and finally developed into a generally coordinating influence among the principal merchandising divisions

based on an investigation which has reason for the failure was due to forms, more and more they delasted five years, and no case has one of two causes-either the individual at the head of the sales promotion or service department was not well-chosen for his difficult task, or there was a failure within the enterprise to coordinate properly the work of the sales promotion or service department with that of the major merchandising

Since I have spent months in the closest contact with the sales promotion and service departments of seven large corporations in the United States—departments which are eminently successful, both because of personnel and of methods-I feel that I can contribute most by describing in whatever detail is necessary the workings of a depart-Almost invariably where I found ment, and thus show the reasons for

The North American Products

cle 2 x A necessarily feetitious for many years operated without more than perfunctory advertising. Its vice-president in charge of sales was a staunch believer in salesmen, first, last and always.

When he left the North American Products Corporation to head an organization of his own, the management responsibility for merchandising devolved upon the general manager. He quickly brought into being new merchandising lineup. A sales manager, an advertising manager and an export manager-all men of experience — w e r e added to the staff.

As the salesmen came to know more of the power of advertising in its various

manded service to customers, as well as magazine and newspaper publicity. An assistant to the advertising manager—the junior in charge of printing-handled requests from salesmen and the occasional requests that came from customers for sales helps.

This keen general manager, in analyzing the merchandising tactics of competitors, saw the possibility of working advantageously through dealers' salespeople. His first thought was to make this new activity the duty of an assistant to the sales manager. But as he came to view the project in its broadest lines he saw that the necessary continuity of the sustained effort would be a task for an executive, and ultimately the duty of a department.

So he brought into being a sales promotion department. He was wise enough at the start to place its

[CONTINUED ON PAGE 80]



## Getting Action With Wholesalers' Salesmen

### By George Mansfield

THE wholesale field has been a grasped, not from the crude field rebattleground in recent years. It has always been a difficult part of the distributive system, but it has never been more so. Something of this condition is reflected in the statement by Joseph M. Fly, president of the Nation Chain Store Grocer's Association, who says: "The wholesale grocer in the last seven years has literally picked himself to pieces. There are as many different kinds of jobbers as Heinz has pickles."

How is the aggressive manufacturer to get some "pep" down the line to the dealer when his fate depends rather heavily upon the wholesaler's salesman? Missionary men cannot do the job completely; and there are so many items on a wholesaler's list that it becomes a serious problem even to the wholesaler as to how and what goods salesmen are to push.

The simplest and most effective method of accomplishing the end desired by the manufacturer is to help the wholesaler's salesmen to be more effective. Whatever he can do to cement the relationship between salesman and retailer strengthens his own position.

The manufacturer who advertises naturally desires to get as much return for his large investment as possible. If he is struggling against heavy competition it is easy for him to believe that he is not getting his share of the business, because of the jobber's neglect or lack of attention to his goods.

Just what can a manufacturer do? The very first thing he should do is to give businesslike personal attention to the wholesaler. It is common knowledge among wholesalers that they never see a salesmanager or an executive from any of the companies whose goods they trade in from one end of the year to the other. The wholesaler should have contact with the liveliest brains a manufacturer can supply. First of all, a survey of the wholesale situation should be made by someone with intelligence, and the situation thoroughly

ports of salesmen, but from the findings of competent merchandise research men. Following that there should be a careful analysis of how much the manufacturer can do in the way of advertising and sales help; and then there should follow visits by the sales manager himself to the principal wholesale outletsvisits not to the routine buyers but to the heads of the wholesaling firms. There should be a thorough understanding of the basic business position of both manufacturer and retailer in regard to a particular article. It prevents so much misunderstanding, waste effort and antagonism.

WHEN such a procedure is followed, it invariably becomes clear what practical steps of cooperation are possible. It may be that a full crew of missionary men is desirable, or special men to help push only certain brands. Perhaps the entire missionary force can be dispensed with, under a new plan whereby the wholesaler consents to a try-out. Possibly talks to the wholesaler's salesmen will be in order; or special literature tor them. Possibly a high powered drive sending salesmen to the various jobbers, paying the salaries of such salesmen and turning all orders through the jobbers, is the right way. A permanent missionary force may be advisable; interviewing the retailers, inspecting stock, arranging window displays and digging up orders for the local jobber. If the jobber's salesmen work with them. they are on the road to becoming something more than order takers. to becoming a definite source of profit to the retail trade and, at the same time, to the manufacturer and the jobbing trade as a whole.

In his credit dealings, the jobber has an important advantage. His concentrated enough. is usually, to permit some sort of understanding between himself and his customers, and if this wedge is aided by active selling help, through the jobber's salesmen, he should not be

at all alarmed by the action of those manufacturers who have chosen to build up their own warehousing organization. It is probable that there will be many more large manufacturers, national advertisers, who feel that their own best purposes can be served only by direct contact with their retail distributors; but in no general line of merchandise do one or two manufacturers, or a comparatively small group, control demand. Therefore the whole situation in direct selling is weakened when the number of direct sellers in any one line grows top-heavy. The items which are not backed by extensive national advertising and plenty of profit to earry a system of direct distribution must pass through the hands of the wholesale trade. more of a hold such wholesale trade is able to get on its own customers -the retailers-the more secure will be its position. But it connot secure such a hold except by working actively with its own sales-force in live cooperation with manufacturers To cooperate with the salesmen, to help them help the retailer is to help re-establish the position of the wholesaler himself, and to add to profits all along the line. After all, it is profit which decides the issue to all three: manufacturer, wholesaler and

THE wholesaler is far from "dead" or even dying. What we are witnessing now-a large number of consolidations in the wholesale field—is merely the logical increase of size to match the great increases in size of both the manufacturer, on the one side, and the retailer (through chain and cooperative buying) on the other. The future will see more up-to-date large-size distributors who will be very keen to cooperate with any manufacturer having something which is salable.

There's the rub in so many instances. Manufacturers want wholesalers to go out and beat drums for articles for which no demand exists, and only an ordinary likelihood of there being one creatable. The whole-

[CONTINUED ON PAGE 52]

## MILLIONS MORE CASH INCOME

843,000,000 Bushels of Wheat 2,576,936,000 Bushels of Corn 15,621,000 Bales of Cotton

THESE are government estimates, spelling Millions MORE Cash Income this year to farmers of the Midwest and Southwest—the territory where 60 per cent of the nation's wheat, 65 per cent of its corn and 50 per cent of its cotton are produced. In the present crop year this section is making the greatest gain of any section of the United States. Prices are strong on these major crops.

The result—An almost overwhelming market for motor cars and tractors, plumbing and water systems, lighting plants, radio sets, house furnishings and all the other things that make for comfort and contentment.

#### The Only Single Paper That Covers This Territory

The farm paper for this section between Indiana and the Rockies is Capper's Farmer. Of its entire circulation, 80 per cent is concentrated in these thirteen states. Always a big producer, the market this year places it far ahead of the usual.

You know from experience that the merchandise advertised in Capper's Farmer sells easier and quicker—evidence of its influence. Distributors and dealers are asking for sales support in Capper's Farmer. We're printing on this page a letter written to headquarters by one distributor in the Capper's Farmer territory.

A distributor in Wichita, Kansas, who has sold millions of dollars worth of farm equipment, recently wrote his company as follows—and sent us a copy of his letter:

"In checking over your list of advertising media, we note that you are not using Capper's Farmer, which farm paper covers 13 states exactly in the central part of the United States, and we believe it is most universally read, by actual dirt farmers of any farm paper in the United States, for its circulation, excluding none.

"We believe the reason the Capper Pub.

"We believe the reason the Capper Publications show the best results is directly traceable to the fact that the reading matter fits conditions, and thereby appeals directly to the farmer at his own level.

"Too, the Capper Publications fit a territory that needs an entirely different kind of advertising from the advertising used on the west coast or the east coast, which enables you to 'localize' your copy."

# **appers Tarmer**

TOPEKA, KANSAS

ARTHUR CAPPER, Publisher

MARCO MORROW, Asst. Pub.

CHICAGO

NEW YORK

DETROIT

CLEVELAND

ST. LOUIS

KANSAS CITY

SAN FRANCISCO

# The 8pt. Page Odds Bodkins

vious was demonstrated it was at the convention of Rotarians held some few weeks ago at Denver.

"Who'll be the next president?" is always one of the chief topics of conversation at Rotary conventions-as at all conventions. This year was no exception. I am told that there were several very likely candidates, each of whom was being boosted vigorously by his crowd. But none of these muchdiscussed candidates was elected. The presidency went to one Harry H. Rogers of San Antonio, Tex.

It seems that, with the exception of the delegation from Texas, no one was thinking of Harry Rogers for president of Rotary International when the convention assembled. But it seems also that "Harry" was on the program with a paper on "Whose Fault?" In this paper he asked-and answeredthe question as to whose fault it was when a Rotary Club went to seed. There was nothing either new, novel or particularly inspiring in this paper. It was merely a sane statement concerning the right way to run a Rotary Club to get the most out of it for the club and the community. It had all been said before; in fact, vaguely, every delegate in the auditorium knew it-and all of it-before ever he took his seat at this session of the convention. But Harry Rogers put it so simply and clearly, and so effectually crystallized the whole problem for the crowd, that when he sat down he was the outstanding figure of the convention, and when it came time to elect officers, Harry Rogers was elected president!

Those of us who strain so for novelty in our advertising copy and our sales presentations may well ponder this. Mayhap we would find greater potency in a common sense presentation that would abandon argument and "romance" in favor of simple crystallization, with the public left free to act without pressure.

#### -8-pt-

A Paramount Pictures advertisement in one of the farm journals earries a heading that sets one to thinking. It is this:

> There are no more 9 o'clock towns!

Movies and the radio have done it: there really are no more 9 o'clock towns!

Such being the case, aren't the small town people, and the people on the farms, getting the general habit of sit-

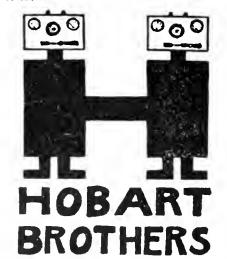
F ever the power of the utterly ob- ting up later? And if they are, isn't it adding to the number of hours per day farm journal and periodical advertising of all kinds is working for the advertiser?

#### ---8-pt--

W. H. Hobart, of Hobart Brothers, Troy, Ohio, makers of battery chargers, writes to the editor suggesting an article of protest on conventional letterheads.

"But why should you commission anyone to write an article of protest on the cut-and-driedness of letterheads," I asked the editor as I skimmed the letter, "when Mr. Hobart has written a complete article himself in four paragraphs, illustrated with his own letterhead design formed by switchboards used on Hobart equipment?"

Without waiting for an answer, I carried off the letter for "copy." Here



Although we have been established since 1893

— we still have enough energy left to change our letter heads occasionally, and keep our printed matter up to the minute—because we believe it pays.

We receive so many cut and dried letter heads that we wish to voice a protest lu our feeble way against the use of such appliances at the top of what otherwise are good letters. good letters

— and our sale in spite of our idlo-syncrasies last year were over a million and a half.

Now will someone please write an article on the market value of idiosyncracies?

#### ---8-pt---

I am informed by a Forhan fan that the factory in which Prophylactic tooth brushes are made is surrounded by a



beautiful hedge, and that four out of five of the shrubs are spirea!

#### --8-pt-

Iron Age recently ran a want-ad in the New York Times reading as fol-

Young lady, bright and reliable, and familiar with work in make-up department of publishing eompany. Permanent and chance for advancement.

A number of replies were received, one of which C. S. Baur thinks the readers of this page will appreciate.

Referring to your ad in Sunday Times, would say I am interested. The only experience I've had has been in a beauty parlor, so if "make up" means the same then I am familiar with it. Will appreciate an answer.

One wonders if Mr. Baur had advertised for a lay-out man he would have received an application from an undertaker!

#### ---8-pt--

I chuckled over a newspaper advertisement run by the Auburn Automobile Company. The advertisement is headed: "We Also Own a Dictionary," and it lists 47 claims from various automobile advertisements appearing in one month's issue of a certain weekly of modest price, of which these are samples:

"Powerful beyond description"
"Titimate in motoring"
"Luxurious beauty par excellence"
"It steps right up the steepest hills as if
the hills lay down to let it pass"
"Matchless performance"
"Utmost in richness and luxury"
"Flawless service"
"Great surges of smooth, vibrationless

"Flawless service"
"Great surges of smooth, vibrationless

"A superbly smooth and flexible flow of power"
"Thmatched performance"

"Utmost in mechanical performance" "Effortless speed."

The Auburn Company then goes on to say: "Auburn does not say the above claims are untrue. We simply ask you: How can you judge a car's value by the dictionary?"

Personally, I sympathize with whoever wrote this advertisement. Either some automobile advertisers must get back to common sense, or else place their hope in the possibility that there will be some new adjectives and adverbs in the New Century Dictionary, which I understand is to be brought out shortly.



# To Sell the Man Who Builds a Home Like This? THE HOUSE BEAUTIFUL!

Only publication in the class field which goes directly to the heart of home building, decoration, appointment and orientation and stops there. Since 1896, devoted to the entertainingly instructive portrayal of what makes for the best, most convenient and most attractive in home environment.

Featuring well edited departments, fascinatingly illustrated, together with an institutional home builders service, The House Beautiful affords the correct answer to every question. It is a friendly guide to the uninitiated and a ready handbook for the experienced builder. More than 75,000 men and women read it each month, interested in building, remodeling, decorating, furnishing and gardening.

Here, then, is a class publication devoted strictly to one class—the home maker. It will appeal to the shrewd buyer of advertising space, because waste circulation is practically eliminated—indeed a rare advantage. May we submit complete data and rates?

Circulation 70,000 net paid, ABC, rebate-backed, guaranteed—and with liberal excess

THE HOUSE BEAUTIFUL, 8 Arlington Street, Boston, Massachusetts

An Atlantic Publication

A Member of The Class Group



Courtesy Distribution & Warehousing

## Financing the Factory

[CONTINUED FROM PAGE 20]

years. For one matter, the Federal Reserve banks in rediscounting loans do not look with favor on "name paper" but readily accept paper with definite security behind it. The banker, therefore, knows that his loan against the \$50,000 of goods in a warehouse will be unhesitatingly rediscounted by the Reserve bank of his district if need be. He knows that, on the contrary, the same borrower's plain note for a like amount will require elaborate rate statements and endless certified reports, and, even with these as evidence, may not be eligible for rediscount under the regulations.

THE difference, therefore, between a stock of goods in the owner's loft and the same goods in public warehouse under control of a third party as bailee may appear of little consequence to the factory or the wholesaler, but to the banker who loans against the goods the difference is tremendous. Owners of goods who are aware of this difference act accordingly. They store surplus stocks with warehouses. They do their heavy borrowing against these goods as security, thus keeping the merchandise in open stock free of pledge to the banks.

Another slant on this use of warehouses to finance the factory came from a paint manufacturer who told how new enterprises are thus helped.

"I remember," related this manufacturer, "when a little fellow couldn't break into the paint and varnish business. He never could get the capital to carry him. Paint factories, you know, are awful fire risks. The insurance companies won't give the little fellow full protection, and the banks daren't. I'll never forget my own years and years of starved development when I knew, all the time, that I could make

a go of it, but I was crimped for money. They step a faster pace these days; for now all a young concern has to do is to find a safe warehouse and hand over their raw materials and finished paints to a professional warehouseman. Then the banks'll lick his hand when he asks for a loan. Liberties aren't any better collateral."

Stocks in warehouses possess another advantage in that they help out the manufacturer when banks have lent the lawful limit to a single borrower—an interesting proof that goods in warehouse have greater value as collateral than the same merchandise reposing in the loft of the owner.

Banks in the Federal Reserve System and all national banks are forbidden to lend to an individual or a single concern an amount in excess of ten per cent of the bank's capital and unimpaired surplus. When the ten per cent has been reached, further loans are prohibited regardless of the credit of the borrower—with a single exception.

MHAT exception relates to so-called "commodity loans," which, by definition, are bank advances against goods in the process of marketing. The Federal Reserve Board, for purposes of rediscount, has defined a commodity loan as one "accompanied and secured by shipping documents or by a warehouse, terminal, or other similar receipt covering approved and readily marketable, non-perishable staples, properly insured." The same authority has given as its definition of "readily marketable staple" that it is "an article of commerce, agriculture or industry of such uses as to make it subject to constant dealings in ready markets with such frequency of quotations of prices as to make (a) the price easily and definitely determinable, and (b) the staple itself

easy to realize upon by sale at any time."

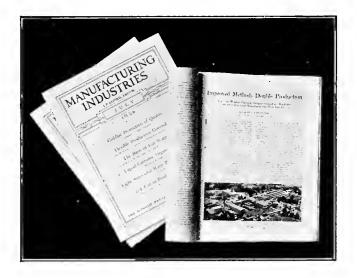
Some limitations are placed on commodity paper, wholly for the purpose of preventing its preferential standing being abused for speculation, among which is one that requires that the proceeds of the loan shall "have been used or are to be used, in the first instance, in producing, purchasing, carrying, or marketing goods in one or more of the steps of the process of production, mannafacture or distribution."

W HEN these conditions are met, the bank's lending limit of ten per cent to a single borrower is raised from ten per cent of its capital and surplus to fifty per cent—multiplied exactly five times.

Note, however, and note well this fact. Goods stored at the factory or at the branch agency or in the private storehouse of the owner would not come within this commodity-paper regulation. For it is required, as a condition of such a loan, that the advance shall be "accompanied and secured by shipping documents or by a warehouse or similar receipt." The lending limit of the bank is unalterably fixed at ten per cent of its capital and surplus so long as the goods are merged in the general inventory of the borrower. The limit becomes fifty per cent when, and only when, the goods pledged are in a public warehouse (or in the hands of a carrier for transportation) where a third party has been made bailed for their safe keeping.

The public warehouse offers flexible storage in a manner that the privately operated one can hardly hope to do. Public storing may be increased, or it may be discontinued, at will. The amount of space occupied in the public warehouse by one patron may be varied

# MANUFACTURING INDUSTRIES



15 East 26th St., New York, N. Y.
RUTLEDGE BERMINGHAM
Advertising Manager

The highest renewal percentage in its field, at the highest subscription price

Publication of The Ronald Press Company

Member A.B.C.—A.B.P.



If there is a reason for advertising, there is an equally good reason for advertising well—on a businesslike basis. It is on that basis we would like to discuss with you your use of direct advertising.

To the discussion we will bring a practical understanding of advertising and marketing procedure, and, more specifically, a highly technical knowledge of direct advertising, its part in distribution and selling, its possibilities and its limitations, as well.

And then we will show you, if you wish, how more than ten years' experience, in executing direct advertising for exacting advertisers in many industries, has fitted our organization to work with you in applying the force of direct advertising to your business.

Such a discussion is earnestly invited. There will be no obligation, except ours, which will be to show you that we know how to use direct advertising on a businesslike basis—the basis that pays.

EVANS-WINTER-HEBB Inc. Detroit
822 Hancock Avenue West



The business of the Evans-Winter Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both personnel and complete facilities: Marketing Analysis + Plan + Copy + Art + Engraving + Letterpress and Offset Printing + Binding + Mailing

to correspond with the fluctuating volume of his needs, while the warehouse itself enjoys a fairly even business because it offsets the seasonal demand of one patron against the seasonal idleness of another. The public warehouse, in a word, offers elastic storage; it may be used in exact proportion to the user's needs. This is quite different from the condition of private storerooms of factory or wholesaler which alternate seven or eight months of emptiness with four or five months when they are "stacked to the roof." Yet, the private warehouse finds that the maintainance and overhead are not thus cut off when empty rooms result from shipment of the goods but that a large share of the economy of storing privately is eaten up in the waste of useless capacity during half the year.

MANUFACTURERS who seek to enlarge the circle of their trade may do so with assurance that the expense will be in proper ratio to volume if they store with public warehouses in the market centers rather than if they erect or lease private warehouses. The public warehouse quotes its rates and renders its billing on the basis of the 100 pounds of goods (occasionally on the piece or package). This the privately operated storeroom cannot possibly do, because its overhead bears little relation to the volume of goods passing through. The whole effect of warehousing goods with public warehousemen is to bring handling costs into exact conformity with the units that figure in manufacturing and selling, much in the manner that freight rates are calculated.

Sales are made on a unit basis. Manufacturing costs are calculated by the unit. The public warehouse, for each commodity, will quite its rates on the identical unit—those rates being predetermined so that the owner may know precisely what the expense will be.

If one city proves to be a poor market, the most that has been incurred is the cost of warehousing the first consignment of goods. When that first shipment has been moved out, the warehouse connection may be discontinued without apology or embarrassment. Warehouse contracts run, ordinarily, for thirty days and may be abrogated merely by withdrawing the goods.

Nor do new ventures always succeed. By using warehouses, rather than agency storages, for storing the stock, the new sales agency may concentrate on selling the goods—its proper function. Its attention is not cut into two parts; one to get the orders and the other to make deliveries. And, should the new agency fail to prove worth while, it may be closed. The public warehouse will ease off the stock as orders come in. It may even result, as it does often, that a small volume of business can be retained which would not otherwise come to that manufacturer.

<sup>(</sup>This is the first of a series of articles by Mr. Haring. The next will appear in an early issue. EDITOR.)



N. B. This advertisement is one of a series appearing as a full page in The Enquirer.

## Mr. Cincinnati College Man

#### ... gentleman, scholar and judge of good clothes

THE older generation may smile at the cut of Mr. College Man's suit, yet he is the reason they themselves are wearing 18-inch trousers. They may call his psycho-analysis "high-brow," but they have added "complexes" and "inhibitions" to their own vocabularies.

For Mr. Cincinnati College Man wields a powerful influence, in thought and actions and dress. And the wide-awake merchants of the city know this. They seek Mr. College Man's approval of each new style, for they know that what he approves, others will accept. They have discovered that Mr. College Man buys much and buys often—they count him an important part of their market.

In fact, he is a sizable market in himself. Last year 3,271 of him attended the University of Cincinnati and St. Xavier College; this year's enrollment will assuredly be larger. In addition, approximately 3,600 Cincinnati young men are preparing this week to depart for out-of-town schools.

How, Mr. Advertiser, can you reach Mr. College Man? Through the same paper that his dad reads—The Enquirer. For in newspapers, at least, young Mr. College Man follows his father. Why not, Mr. Advertiser, make money from this fact by selling your merchandise through the columns of The Enquirer?



... and now EVERYBODY'S WEARING 'EM

Here are just a few of the articles of dress sponsored by Mr. College Man. All of them have appeared in the last few years.

Wide trousers
Fancy wool and liste socks
Plus four kinckers
Collar attached shirts
Wide Belts
Bright-colored sweaters
Brogue shoes
Slickers
Soft felt hats

I. A. KLEIN

New York

Chicago

### THE CINCINNATI

"Goes to the home,



R. J. BIDWELL CO.
San Francisco Los Angeles

### **ENQUIRER**

stays in the home"



#### ages in *original* colors. Send for This Illustrated Book

trade marks and pack-

For more than twenty-five years we have been manufacturing Loose Leaf Binding devices exclusively. We have styles for every purpose—Catalogs, Price Lists, Sales Manuals, Bulletins, Salesbooks, Advertising Campaigns, etc. Our assortment is extensive—more than twenty-five types and styles to choose from.

Our new booklet gives full information a n d belieful suggestions for the preparation of Lonse Ivaf editions. I copy gladly sent on request,

THE C. E. SHEPPARD CO.

273 Van Alst Avenue
LONG ISLAND CITY, N. Y.



## Importance of Being Earnest About Exporting

[CONTINUED FROM PAGE 30]

tion. It is backed by a long list of prominent men who are declared to be its supporters or patrons. Scanning the names with what is known as idle curiosity, one gets no further than one name among the first four or five on the list. One happens to know something about that man and his business. "That man," one growls, "supporting a foreign trade convention? Why, he first ruined his own export business and afterward abandoned it altogether."

▼IS policies have been puerile; his methods have not only harmed others but have reflected most unfavorably on all American business in the eyes of export customers. He himself is one of the horrible examples in American export trade of not being in earnest, of what not to do and how not to do it. He has frankly said that he is not interested now in exporting. Yet here he appears supporting this convention. Possibly he fancies that he gains a certain prestige in the presence of his name along with those of a hundred other prominent business men devoting thought to "international prob-To him, exporting may be, theoretically, like voting: A highly creditable performance, or even dutyin the care of someone else; but personally-a negligible matter. Here is a part of his story, the latest part, for his business is an old one marked through many years by vacillation and indecision. It illustrates the complete importance of being in earnest about exporting.

His enterprise, we will say, is called the Blue Ribbon Co. It is large and rich, but it has a larger and richer competitor, which we will rename the Gold Star Co. The first has always tagged along after the latter, slavishly imitating it, mechanically following its maneuvers, without initiative or originality, getting business chiefly because of the momentum derived from the aggressiveness of the larger concern. A few years ago the Blue Ribbon Co. heard rumors that a large business had been developed by the Gold Star people in-well, let's say-Babylonia and Assyria. The Blue Ribbon Co. could not believe it. They had never succeeded in doing anything in export markets. But the news turned out to be true. So Blue Ribbon thought "If Gold Star can do it, we'll butt in and get some business too." Their competitors had discovered and begun to exploit successfully a new trade.

The Blue Ribbon Co. accordingly hired a couple of discharged employees

of the Gold Star Co. and sent them as managers to Babylonia and Assyria at \$10,000 each. But then it was discovered that among its other methods of developing trade, the Gold Star Co. carried a large stock of its goods in Babylonia for the prompt supply of its customers there. The Blue Ribbon Co. must perforce also put a large local stock in Babylonia. In less than six months the company, headed by this gentleman, whose name is supposed to lend luster to a foreign trade convention, grew weary of Babylonia and Assyria, discharged its so-called managers, paying them an indemnity for the unexpired terms of their contracts, and brought back its stock from Babylonia. It charged off losses of about \$20,000 in duties and ocean freight. The company declared that it was through with export trade forever.

EANWHILE, the Gold Star Co. continues the even tenor of its way, with ten salesmen still very much on the job in Babylonia. The Blue Ribbon Co. declares that it doesn't see how the Gold Star can do it. They certainly are losing money. What's the answer? Simple enough. The one knows exactly what it is about and is in earnest; the other never was in earnest. It had no definite knowledge, ideas or plans when it started, merely an imitation of a successful competitor. It grew less instead of more determined as it discovered that there were difficulties in the way, even though competitors were successfully surmounting them. The Gold Star people still seem to like the Babylonian and Assyrian business, which now amounts to about \$2,000,000 yearly. The Blue Ribbon concern ought to be able to get half as much, were it intelligently in earnest. Is it a shining example of American enterprise and an inspiring supporter of our foreign trade?

In earnest about exporting? Consider the curious vagaries of what may be the reasoning processes of another multi-millionaire company. A few months ago it had new letter-heads printed, showing down the left-hand margin a long list of its foreign agents, apparently to boast that it had them. The new stationery had barely arrived from the printers before the company withdrew from the export trade.

"We can't do a thing," it explained, "since this new competitor has started coming over from Europe. We've got to get our American duties raised to keep it out."

"But you told me three months ago,"

# The Greatest Mailing List in History

NE of the vital forces for the building up of American industries has been the United States post office, and the receipt of a profitable number of direct replies to a letter or a circular is one of the most pleasing experiences in business.

THE DIGEST may fairly lay claim to expert knowledge on this subject. It is one of the heaviest users of the mails. It has built its own sales largely upon mail circularization. In the past eleven years it has spent eight million dollars upon circulars, mailing more than 60,000,000 subscription circulars in the year 1925.

Every mailing list of any value in the entire country will be found in the consolidated list used by The DIGEST. Bankers, lawyers, physicians, club members, tax payers—every conceivable group has been followed up by all legitimate means. Readers have counteously sent in the names of their acquaintances. Year by year the consolidated DIGEST list has grown greater. By 1914 the aggregate of names on file in The DIGEST offices was 3,000,000. Still this was not enough. So in 1915, after many experiments, The DIGEST took an important step. It sent out the first complete mailing ever made to every telephone subscriber in the United States.

Since then 24 mailings have been sent to the entire elephone list, which now contains more than 9,000,000 ndividual names and home addresses.

Then we added to the telephone list the name of every automobile owner.

And what has been the result? Out of a list totaling 20,000,000 names, and more particularly out of the telephone lists, The DIGEST has drawn its present circulation of 1,400,000. Consistent circularizing of telephone subscribers over a period of years has built up one of the largest circulations in the magazine field.

No one else has ever done such a job of sifting names. There is no other process just like ours.

THE DIGEST has taken all the alert people of America and picked out of them the most alert. We have taken the greatest mailing list ever assembled and refined out of it the present list of DIGEST subscribers—the greatest selected mailing list in history.

Advertisers are sometimes astonished to learn the low cost of circular matter when it is delivered in the form of a Digest page. If they owned our list of subscribers, as a mailing list, they would gladly spend from 8 cents to \$1.00 per year per name in cultivating such prospects by mail circulars. And yet—fifty-two full pages in The Digest—one every week for a year—cost the advertiser less than 16 cents per family. Sixteen cents per family to reach the largest selected list of families in the richest country in the world, and to reach them fifty-two times.

# The literary Digest

BOSTON Park Square Bldg. CLEVELAND Union Trust Bldg. ADVERTISING OFFICES: NEW YORK 354-360 Fourth Ave.

DETROIT
General Motors Bldg.

CHICAGO Peoples Gas Bldg.



MILLIONS of tiny parachutes drift-ing in the autumn breeze! With wings, with hooks, with a thousand ingenious devices to take them from one place to another, the seeds have started their annual pilgrimage.

Waste circulation, percentage of returns, expense of preparation, if we talked in these terms we might say Mother Nature was a prodigal spender indeed. But it's an axiom of nature, as well as of advertising, that pennywise is pound foolish.

Advertising, the seed of business, has no annual season. It should be as persistent as business itself. And it can take a leaf from Nature's book—the big spenders are the big successes. But the bigger they grow, the greater care they

take in the wings and hooks we call-engravings.

Gatchel & Manning, INC.

C. A. STINSON, President

Photo Engravers

West Washington Square 00 230 South 7th St.

PHILADELPHIA

was the rejoinder, "that this new stuff is no good, that it does not compare with yours."

"Yes, yes. But it's cheaper. We'll be put out of business if we don't get

the duty on it raised."

"What's that got to do with your export trade? You've always boasted that you got export business at higher prices than other people because of your quality."

"Well, we can't do anything now until we get this cheap stuff barred from the United States. We've got to get a twenty-five per cent higher duty on it. We have a man working with the Tarriff Commission now."

"Then you are not shipping any more for export?"

"No use even trying; no use until we get a new rate of duty. What's the point of quoting to Cuba or China when we know that they can get this cheap stuff? When we get new duties here at home, then we'll probably see what we can do abroad."
"But," the objector retorted, "you've

just been preparing a test to demonstrate to your export customers that four units of your product will go further than five of any European competitor.'

"Can't do a thing," was the reply that had grown monotonous, "until we get the American duties raised."

But there are contrasts: men of broad gage, clear-visioned, far-sighted, who have been much in earnest about their export businesses and have profited thereby.

THERE is the very old story of a large manufacturer of lubricants who wanted his share, and more, of what he knew was the prospectively rich Egyptian market. He sent a tried and proved man to Egypt. But Egyptian mill owners scoffed, ridiculing any possible petroleum lubricants. One of them was particularly emphatic, not to say nasty. Nobody could ever tell him that anything was so good for lubricating mill machinery as olive oil. He had always used it; everybody used it. America was a erazy country, anyhow. "Want to sell me your mill?" inquired the American representative. The owner was willing; the American bought the mill. He shut it down; spent a month thoroughly cleaning the machinery, and then started it again with American oils and greases. A few weeks later the former owner paid his old mill a visit to see how it was getting along under this strange American. opened his eyes very wide indeed when he discovered that it was running well on exactly one-half the horse-power which he had always found necessary to supply. He bought back his old mill-and American lubricants were established in Egypt. They still control that market.

Quite recently a manufacturer of sugar machinery came to the conclusion that he was getting only a fraction of the business he ought to get from Brazil. He sent his best salesman there to remain a year, with per

# Delineator



## Helen Dryden

Miss Dryden, the distinguished young American artist, has engaged to paint a series of her striking covers for Delineator, starting with the October issue.

HE NEW COVERS of Delineator are representative of the appearance of the magazine as a whole, with smartness the keynote of the illustrations and the type dress.

The fashion illustrations and their arrangement on the pages will appeal instantly to women who seek the smart but wearable.

In fact, smartness and utility are the two qualities that combine to make Delineator.

Nothing could be more modernly practical than the service of *Delineator Home Institute* under the direction of Mrs. Mildred Maddocks Bentley.

The Studio of House Decoration, the Beauty Department under the guidance of Celia Caroline Cole, and all the other divisions of Delineator service are conceived and conducted to be of genuine usefulness to the progressive woman.

Fiction—the kind that appears first in Delineator and then, in book form, becomes a "best seller." In October Delineator, Kathleen Norris begins her scarching new novel of American marriage.

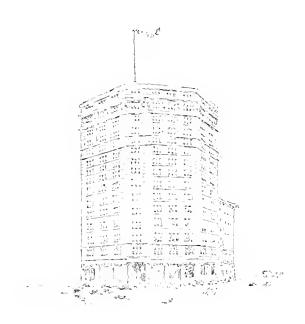
Beginning with November, when Delineator and The Designer are combined under the name *Delineator*, the price of the magazine will be increased to twenty-five cents.

The guaranteed circulation, from November, is 1,250,000.

As the present combined circulation is 1,700,000, obviously the advertiser will, for some time to come, be receiving several hundred thousand excess circulation.

The November issue will appear the first day of November.

THE BUTTERICK PUBLISHING COMPANY
S. R. LATSHAW, President



emptory written instructions on no account to try to sell a dollar's worth of machinery-just to make the acquaintance of every sugar mill and its responsible officials throughout Brazil; to investigate thoroughly and report elaborately on each plant and its equipment down to pulleys and shaftings, with blue prints if necessary; and to make confidential criticisms and suggestions. The salesman, being a salesman, tired of "investigating" after a few months and cabled home for permission to take some of the orders which were actually being handed to him. Permission was refused. Toward the end of the year he wrote home that he had not quite concluded his survey of the Brazilian field; it would require about three months more time. He was told to remain and finish thoroughly. At last he returned; got fresh inspiration at the home plant, learned about some new machines and improvements on old ones, and studied thoroughly his Brazilian reports, spotting each mill's weakness. A year later he went back to Brazil-this time to sell. He did sell. They say there is scarcely a sugar mill in all Brazil that has not some of his machinery in its equipment, while there are some which threw out old plants entirely to make room for new installations from this manufacturer. He, too, was in earnest about exporting.

THERE are many famous soaps in the United States. The makers of one brand decided in 1913 upon an aggressive campaign in Australia and New Zealand. A total of \$75,000 was appropriated for a campaign which was to include advertising in various forms and a house-to-house distribution of free samples of this new specialty in soaps. The campaign was carried out; wholesale orders began to arrive from the manufacturer's Australasian agents. War broke out in Europe and the importation of all kinds of soap into Australia and New Zealand was prohibited. The manufacturer had little enough to show for his \$75,000. Still he had been and he continued to be in earnest about this business. As soon as the embargo was lifted, years later, he started anew. He knew the possibilities; he was determined to make the most of them. He had lost \$75,000, but that was the fortune of war. The fact had no bearing on possibilities for future profitable business. Why not be in earnest

Lots of people fancy themselves to be in earnest about exporting, when all they really want is to get a foreign order now and then. They even flatter themselves that they are doing an export business, and boast of it when they make a half-dozen shipments abroad in the course of twelve months. But one order now, another in six months, does not make export trade. The man who is in earnest wants and intends to get every possible order that a given market, or a given customer, can be made to yield by dint of carefully-studied, shrewdly-devised sales policies. They are usually very much if automobile and real estate advertisers find Sunday newpapers good sales media for large money units, why don't more general national advertisers cultivate the Sunday field— **Detroit Times** over 300,000.

### YOUR SECOND MEDIUM IN DALLAS

A Message to National Advertisers

The first choice of national advertisers in the Dallas market is The Dallas Morning News.

The News carries about as much national advertising as all other Dallas papers combined.

But what is the second choice?

In steadily increasing numbers the space-buyers of America are listing The Dallas Journal in combination with The News.

The Journal is an immensely popular, clean and wide-awake paper. It covers the city without greatly duplicating The News' coverage, for no two papers were ever sold (to readers) more independently of each other.

The News and The Jour-

nal are sold at an optional combination rate that means the added advantage of maximum economy.

Records of national advertising gains during 1926 show The News in the lead and The Journal an easy second.

The News and The Journal are members of the A. B. C. The Journal has the largest A. B. C. *city* circulation that can be bought.

One order, one billing, one set of plates, mats or copy are sufficient.

#### The Dallas Morning News The Dallas Journal

An Optional Combination

the same policies that are successfully utilized in domestic markets extended into foreign fields, with only the slight modifications suggested by a knowledge of conditions ruling in foreign markets and the differeng psychology of other peoples of the world. He may not have \$75,000 to spend; he may have only \$5,000, but the man who is really in earnest about wanting any export business realizes that he cannot get something for nothing, and consequently aims to utilize whatever expenditure he can afford in a fashion that his domestic business has taught him is scientific and effective. He is equally in earnest about getting business both in Chile and in California.

#### Wholesalers' Salesmen

[CONTINUED FROM PAGE 40]

saler, frankly, cannot afford to do this. Therefore, squeals come from the manufacturer. A business-like research of the market would disclose the exact sales-finance position of the article on the market, and point out what in the way of greater margin or advertising expenditure is necessary to move the goods and make it an economic proposition. Most of the yelping about the wholesaler is from those who expect him both to create a demand and to fill it—all on fifteen per cent.

If adequate advertising, adequate plans for getting action from whole-salers' salesmen were laid, there would not be so much talk about the whole-saler being a back-number. He is a pretty live factor yet—and will be when all his present-day critics are dead.

## The Fiction Writer in the Cozy Room

[CONTINUED FROM PAGE 27]

The writer in the copy room has stopped the fiction writer, using the tricks of his craft.

The magazine covers that Mr. Dana files at the Newark library all tell stories. In sharpness of focus and speed of narrative, they are the shortest of short stories. Some of the fiction incidents in current advertising deserve a place in his collection.

The first short story used in advertising was as wooden as the first American novels. It ran only two words in length, was illustrated, and endeavored to raise a common commodity to the imaginative plane. The article was hair restorer, and the story: "Before—After." More skillful effects were the advertising characters like "Sunny Jim," and the imaginary fairylands, like "Spotless Town." But "Sunny Jim" would probably not be considered a successful advertising appeal, certainly not as successful as "Jim Henry," and for this there is an explana-

#### Surveys

Seventeen years of experience, local facilities in 220 cities; immense, unequalled files of data on 487 industries; personal guidance of the pioneer and leader in Commercial Research—J. George Frederick.

Prices Moderate

#### THE BUSINESS BOURSE

15 West 37th St. New York City Tel.: Wisconsin 5067

In London, represented by Business Research Service, Aldwych House, Strand



# Linage ~ An Elusive Rainbow

Many advertisers and agencies place undue importance upon linage figures per se.

The methods of publishing newspaper linage figures are still in embryo.

So the space buyer's microscope should be placed upon *revenue*, upon *rates*, when appraising linage.

The truth is that much linage is printed to impress the buyer. Advertising published in "trade" or contingent upon ingenious discounts, or at cut rates, or in spite of poor credit, frequently places the stronger medium at an apparent disadvantage.

Advertising linage is a most important gauge of a periodical's value, but means nothing if not paid for at full rates.

## E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Detroit Atlanta New York Chicago

Kansas City San Francisco "Nation's Business" finds Center of

EPRODUCED here is the September business conditions map exactly as it appeared in "Nation's Business", official magazine of the U.S. Chamber of Commerce. Notice Oklahoma—every foot of it—is "White"; completely surrounded on all sides with prosperity.

Those who made this map are skilled in feeling the pulse of business, in measuring the trends of commerce. It is uncolored by enthusiasm.

Wheat, corn, cotton, zinc, coal, building and manufacturing—each of these has contributed to this unequalled prosperity.

There is no mistake about it. Oklahoma today is the nation's most favorable market.

In planning any Oklahoma campaign, these two facts are paramount—the Daily Oklahoman and Oklahoma City Times thoroughly and alone cover the great Oklahoma City market. The Oklahoma Farmer-Stockman, Oklahoma's only farm paper, offers ready access to 176,000 prosperous farm homes.

Further information upon request.



Circulation 140,000 Daily-83,000 Sunday

Represen
E. KAI
Advertis
New Yot

Detroit Atlanta



<del>\^^^\^\</del>

## New McGraw-Hill Advertising Books-

and every one a good book to have

#### Hall-THEORY AND PRACTICE OF ADVERTISING

686 pages, 689, 250 illustrations, \$5.00. This new book by 8 Roland Hall is a text for becamers and a guide for practitioners.

It explains furtamental principles comprehensively, yet it gives the reader a real grasp of working practice in advertising.

#### Strong-PSYCHOLOGY OF SELLING AND ADVERTISING

461 pages, 5x8, illustrated, \$1.00

This book presents a sound discussion of the practical application of psychological principles to sales and advertising methods.

This book explains how people buy and how they can be sold. It analyzes the lugging process completely and expresses it in a formula covering every purchase at hedrock around which every selling effort centers.

#### Larned-**ILLUSTRATION IN** ADVERTISING

319 pages, 6x9, 212 illustrations, \$4.00
This book gives a thoroughly constructive discussion of the use of Alt to increase the effectiveness of Advertising.

1 considers advertising illustrations in their relation to the copy, to the product, to the market and to the psychology of the consuming public. Practically every illustrative treatment is given ments are explained definitely.

#### HANDBOOK OF WINDOW DISPLAY

128 pages, 5x8, illustrated, \$5.00

This is the first handbook to cover completely a n-lauthoritatively 1 he entire subject of window display principles and practice. It is literally an encyclope ha of window-display plans, working methods, kinks and expellents, exerty one of which has been successfully trief out by well-known retail stores in every part. I the country

#### Long— PUBLIC RELATIONS

248 pages, 5x8, 92 illus-

trations, \$3.00 This commonsense methods of legitimate publicity Explains media, shows pos-sibilities and describes best methods to use.



#### McGraw-Hill Free Examination Coupon

McGRAW-HILL BOOK CO., INC. 370 Seventh Ave., N. Y.

Send me the book checked for 10 % tre-examination

Bell Theory and Practice of Adverti-ing, \$7000.

Strong Psychology of Selling and Adver-tising \$100.

Larnet Hustration in Advertising, \$100.

Taft Handbook of Window Display, \$500.

Long-Poilly Relations, \$300.

1 will return the books, postpaid, in ten-lays or remit for them then

A bire Position tion: "Sunny Jim" with his fantastic philosophy of "pep" in breakfast food was not so good a piece of character drawing as the imaginary salesman, "Jim Henry," who purports to be telling what he has learned about shaving cream during a long selling career. A very striking example, showing the difference between had fiction and good, occurred during the early advertising of Omega Oil. The manufacturer tried to link his product with an arbitrary advertising character: the "Omega geese." The original geese were taken from a European painting. Every advertisement had some sort of goose picture, and the commodity enjoyed a certain success. But it never got its real sales stride until a switch was made to the photographic Omega Oil peoplé still to be seen; homely folks from everyday life, using the remedy for pains and aches.

OW the advertising pages are filled with people who eat yeast, wash their fine things with soap chips, keep their families warm in zero weather, and make out their income tax returns with joy. The trends in popular fiction are echoed in advertising fiction.

Story writers have used animals, insects and fairies as characters. The advertising fictionist must often go further, finding his characters in commodities. Here is a short advertising tale about a United States mail bag. Its personality is sketched in a few strokes. The mail sack is as heavy as lead, tough as dried leather, water-proof, rough inside and out, and it leads a strenuous life. The reader sees it being thrown off trains in its roaming, adventurous existence. A fiction writer might begin where the description leaves off and make the mail bag figure in a story of mystery or romance. The advertising writer uses the impression he has made by fiction methods to show that your catalogue travels a rocky road to the customer, and consequently needs a good mailing envelope.

The fiction principle offers a line of least resistance for many commodities, provided it is well done. People go through the magazines looking for entertainment in the form of the short story. A short short story about a commodity can be entertaining, and so can advertising be, if it tells a virile story about the commodity, with characters that magazine readers will want to know, and incidents that reveal something worth knowing.

The fact is that advertisers are already monkeying with the fiction appeal. See the hundreds of artless characters smirking from the advertising columns, and see the banal conversations that take place between them about the merits of Goof's beauty cream or Spoof's razor strop. It is being done, but well done in only very few cases.

Put the real fiction writer in the copy room!

Zu Jucellan of's Column

> In which will **T** be told stories of direct-mail campaigns he has created



#### Direct Advertising the Salmon Tower Building

HE new Salmon Tower Building, which will shortly tower 32 stories above 42nd Street, near 5th Avenue, New Yorkon the best-known spot in the world-will find its tenants through direct-mail adver-

The campaign which has been created will be quite in keeping with the imposing structure. Fourteen mailing pieces, each printed in three colors and gold, will be mailed regularly to a select list of prospective tenants, telling them of the advantages to be gained by having their offices located in this desirable building.

In a test campaign but 128 letters were mailed relating to space in the Salmon Tower Building, and up to the time of preparing this column 41 replies have been received, 16 of which were signed by presidents, 17 by vice-presidents-all of them by executives. Each concern written to is rated AAAL.

This organization has become favorably known for the successful direct-mail campaigns it has produced, in which commodities ranging from 5-cent caramel clips to half-million dollar yachts have been economically sold through direct advertising. It will always be glad to talk with concerns who are more interested in judging a campaign by its sales cost rather than by the cost per thousand mailing pieces



SWEETLAND ADVERTISING INCORPORATED

Direct-Mail Campaigns 25 WEST 44th STREET, NEW YORK

# What are your Advertising Plans for 1937?



MANY second-best sellers in every class of merchandise today were once the leaders in their particular line.

Many articles of everyday use that your mother thought peerless your good wife simply will not use.

In every home you will find packages dusty from lack of use. People once considered them the best money could buy. Lately, they tell you, "we don't seem to find so much need for this stuff."

And there on the pantry shelf they remain. Dead as far as present or further use in that household is concerned, but very much alive to stop further sales when friends or visitors mention the brand name.

The public may not be an unfailing judge of quality; but, like Babbitt, it knows what it likes.

Sometimes the good old quality has been shaved a

trifle. In a few cases a better product for the money has come along. But generally you will find that 1926 usage demands a slightly altered conception of the product and its advertising presentation.

Gradually, a once popular laundry soap falls into disfavor with a generation educated to the advantages of a washing machine that favors soap flakes. The demands for large size grand pianos slacken as the rising value of city real estate cramps the size of apartment-house rooms.

Even a standard commodity such as candy demands studied freshness of presentation in package and copy.

One duty of a modern advertising agency is to keep its ear closely tuned to the vibration of the consumer's purse-strings.

Working with a far-sighted advertiser, market developments can often be sensed and influenced years in advance.

The advertising of Armstrong's Linoleum for every floor in the house—when most other linoleum manufacturers were content to sell for kitchen and bathrooms only—is one example of an advertiser planning for 1927 in 1917.

The advertising of Warren's Standard Printing Papers is another example—this time taken from the field of business use.

By presenting through their advertising the value of direct mail as an aid to help you buy or sell, the S. D. Warren Company have made as uninteresting a subject as blank sheets of printing paper interesting to the reading public. And they have created a broader market for paper as a whole and carved for themselves an envied niche in that broadened market.

What are your advertising plans for 1937?

GEORGE BATTEN COMPANY, INC.

Advertising



## PLANNED ADVERTISING Reg. U. S. Pat. Of.

## How to write advertisements that will sell your goods

A "Al" are as scarce as star salesmen. Although you may have had a star salesman you may doubt if it is possible to secure A1 ad-

vertisements.

Such advertisements are not built on the rule-of-thumb or hit-or-miss basis. They are produced only after hard work, after a digging for the facts concerning your product which interest the consumer who, after all, is king. His wishes must be considered if you are to secure his patronage.

#### Plan Method of Fact Finding

THE facts which interest the consumer and break down the sales resistance are dug out under our "Plan" method of working.

A plan as we build it represents the work of six to twelve of our men covering a period of from two to four months. These men apply to your months. These men apply to your business, with the unprejudiced viewpoint of an outsider, their widely varied, intensely specialized experience. The result of such work is a complete, practical, definite marketing plan with a set of recommendations and budget of expenditures and sales

expectancy.
"How to write advertisements that will sell your goods" is one of the problems covered. In the plan we tell how such advertisements should be written, why they should be so written and we illustrate them by an

exhibit.

#### Isn't this an Opportunity?

Because this plan is advance and because there is no further obligation after the plan is delivered, isn't this an opportunity for you to judge the ability of a competent advertising agency actually at work on your product, before you give it authority to spend money?

It is something like saying to a salesman. "We'll take you on for four months. We'll pay you so much money, with the understanding that at the end of the time you go or you stay on the basis of the results which you have shown." "Planned Advertising" makes exactly the same sort of a proposition to you, proposition to you.

May we send you a copy of the booklet "The Laws of Successful Advertisement Writing"? It tells more about our methods in building advertisements.

CHARLES W. HOYT COMPANY Incorporated

PLANNED ADVERTISING Reg. U. S. Pat Off.

116 West 32nd St., New York Boston Springfield, Mass, Winston-Salem, N. C.

# What Has Become of Staple Merchandise?

[CONTINUED FROM PAGE 21]

an automobile interior and a famous continental artist re-styles a fine old

A writing paper house advertises that they keep a fashion expert abroad "who discerns with practised eye the newest note in color, the latest oddity of design, all the gay movements of the mode."

THERE are styles in clothes, cars, foods, drinks, restaurants, travel and dogs. The breeder and pet dealer now must needs watch for style changes, for breeds come and go almost as quickly as clothes styles come and go. We almost have spring and fall modes in

House furnishings, decorations, table settings and architecture feel the changes, too: in new styles in antiques, in Turkish rugs, fashionable three years ago and now bought in plain colors without patterns. Now crystal—now colored glassware. Styles in flowers, gardens, games. Change - change, nothing but change. New perfumes, new rouges, new lipsticks, new vanities. Knick-knacks and novelties. New ways to spend our enormous surplus income. People ask: not, "Is it durable?" "Is it sound?" "Is it made by craftsmen?" but, "Is this the latest thing?"

America is just emerging from its pioneer chrysalis and bursting forth a big, bright butterfly—perhaps a little gaudy. Pioneer overalls and Mother Hubbards are gone forever. Horse and buggy ideas have given way to gas engine ideas. Business cannot jog trot: it must go at sixty miles an hour or

drop back.

Starting with the war we have raised our capacity to produce enormously. Industry has discovered that high wages induce high production. The manufacturer is making more. The public is able to buy more.

Everybody goes everywhere—actually or vicariously—through magazines or movies. Thousands "run over to Paris or London." The movies take in 55,000,000 paid admissions per week. The population has become mobile.

Automobiles or bus lines are putting everybody in quick touch with a major or minor commercial center. The young have taken their elders in hand and are showing them how to dress, dance, entertain and spend.

The United States has put its staid past in the closet and thrown away the key. Almost everybody has surplus income. Almost everybody is beginning to feel the urge of a more or less crude sophistication. We are all learning that there is something in life besides work, bread and drink. The instinct to adorn, decorate and furbish life is in full, though perhaps youthful, play.

There is a new tempo and a new temper in business. A business can come up faster-or go down faster.

Perhaps a manufacturer will think: "Well, this talk about style is all right, but my merchandise is staple merchandise if there ever was any." But after all, can any business be immune to rapid changes in public usage?

Soap? What could be more staple than soap? Yet the adoption of silk stockings, silk underwear, colorful woolens and fancy lingerie brought demands for new and more delicate types

of soan.

Paints? There are new colors in household decorations, changing styles every year. Doesn't a paint manufacturer need style advice?

Foods? There are new fashions in eating. The old-fashioned Sunday dinner is out of style; one does more entertaining. A continental flavor is creeping into our foods. We have afternoon tea. Soda fountain lunches exist so that stenographers can buy fur coats and silk stockings. A tendency is seen for every laborious cooking operation to leave the home and take its place in the factory. Delicatessens rise, and cubby-hole kitchens. Millions of automobile picnics are held every Sunday. Doesn't a food manufacturer need the advice of women who are abreast of all the changes in eating habits?

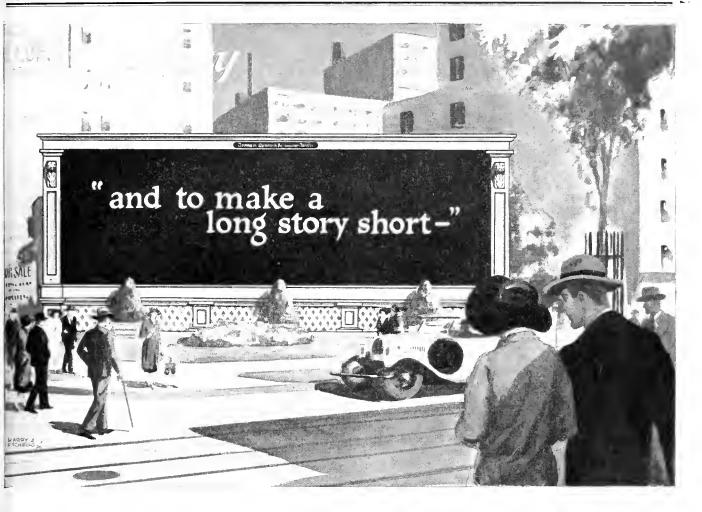
RANSPORTATION? With dozens of Pacific Coast stores trying to get the new merchandise first, isn't speed in handling now enormously important? What about the railroad manager who lets somebody else carry goods the

same distance a day faster?
What is going to happen to manufacturing when retailers who know that style makes merchandise perishable refuse to buy in quantity? Who is going to carry the stocks? Who is going to finance their carrying? Ask the textile industry about the problems changing styles have brought to their busi-

What is going to happen to sound old companies who stick to their "sound, conservative old ideas?"

When a staple line turns into a style line what changes are necessary in making, advertising, selling, warehousing, shipping and billing?

Business is raining new problems. Today no one can say: "Now that's settled for a year or two anyway." There never was a time when business men had to keep so constantly on their toes.



Outdoor Advertising

ORE than one hundred advertisers in the automotive and accessory field find it an advantage to place their Outdoor Advertising with the National Outdoor Advertising Bureau, through the agencies which handle their advertising in other media.

Any agency having membership in the National Outdoor Advertising Bureau will gladly give you reliable and up-to-date information about Outdoor Advertising.

# What Makes a Trade-Name Lawful

# By Gilbert H. Montague

of the New York Bar

UMBER manufacturers, furniture interests, trade papers and association executives, who are professing great alarm over the Federal Trade Commission's recent ruling in the so-called "Philippine mahogany cases," are giving themselves a great deal of unnecessary concern.

Nothing in the Commission's ruling in any way requires that "Philippine mahogany," or any other wood, shall hereafter be described in the trade by its botanical or scientific name.

Nothing in the Commission's ruling in any way threatens the continued use of such well-established and non-deceptive names as "Douglas Fir," "Red Cedar," "Poplar" and the like.

All that the Commission has required is that, in place of the deceptive name "Philippine mahogany," some non-deceptive name shall be adopted or coined, (like "Rayon" in the now famous "Artificial Silk" cases), which shall avoid all deception on the part of the consuming public, and which will enable manufacturers and dealers handling this wood to build up for it a goodwill based on its own merits, rather than on its confusion of name with real mahogany.

Because certain Philippine woods may resemble real mahogany is no reason why they can lawfully be called "Philippine mahogany."

"Coca Cola" imitations may possess the color, appearance, and even the identical chemical composition of genuine Coca Cola, yet they cannot be lawfully sold as "Coca Cola" or by any other name which the consuming public is liable to confuse with Coca Cola.

Whether a name is, or is not a lawful trade-name depends on whether the consuming public is, or is not, liable to be deceived as to what is described by that name.

"Irish stew," for example, is so well established as a name describing a well-known American dish that no one can possibly be deceived into believing that it refers to a stew imported from Ireland.

"Irish lace," on the other hand, is in quite a different situation. The Federal Trade Commission, in an investigation conducted among the consuming public throughout the United States, found that most consumers believed that "Irish lace" meant lace made in Ireland, and as a result of that investigation the Commission recently ordered that the use of the name "Irish lace" should be discontinued, except when applied to lace made in Ireland.

Whether the consuming public is, or is not, deceived depends on what consumers believe, and this is always a question of fact, which can be determined only by direct, first-hand inquiry among scores of consumers in all parts of the country.

If a substantial portion of the consuming public is deceived, then the name must be disapproved as deceptive. If, however, most consumers are not deceived, then the name, even though it be one like "Irish stew," is clearly non-deceptive and must be approved.

In the case originally cited in this article the consumers were unaware that "Philippine mahogany" was in fact not real mahogany. They confidently expected when they bought the product that they were getting real mahogany, and were, therefore, plainly deceived by the name. These facts having been shown by overwhelming proofs, as appears in the extended findings which accompany the Commission's ruling in the "Philippine mahogany" eases, the Commission had no alternative except to forbid the continued use of the name

NDER similar circumstances, and because of similar proofs as to what the consuming public throughout the country understands to be meant by "Broadcloth." "Engraving," "Fashioned Hosiery," "Gold," "Handpainting." "Ice Cream," "Ivory," "Leather," "Linen," "Linoleum," "Platinum," "Radium." "Sheflield," "Silk," "Sterling" and "Wool," the Federal Trade Commission during the past few years has issued scores of orders forbidding the use of these names, either alone or in combination with qualifying or derivative words, when applied to

articles other than those meant by these names, as these names are understood by the consuming public throughout the United States, which has been polled by the Federal Trade Commission in various investigations regarding these names.

THE Supreme Court in 1922 up-. held the Federal Trade Commissions right to conduct such investigations, and declared that it was the Commission's emphatic duty to order the discontinuance of such names in any case whenever the Commission finds that such names are in the Supreme Court's own words, "ealculated to deceive and do in fact deceive a substantial portion of the purchasing public," even though, again to quote the Supreme Court, "the falsity of the manufacturer's representation has been so well known to the trade that dealers, as distinguished from consumers, are no longer deceived."

Deception of the consuming public was so conclusively proved in the "Philippine mahogany" cases that the Federal Trade Commission would have clearly disobeyed the Supreme Court's peremptory command if it had not ordered the discontinuance of use of the name "Philippine mahogany."

Only by such a ruling, indeed, could the Commission protect against confusion and deception the consuming public and the entire furniture trade which must rely upon lumber manufacturers' representations as to the wood of which their furniture is made.

Because the Commission has found, in the "Philippine mahogany" eases, from the testimony of a substantial portion of the consuming public, that "Philippine mahogany" is actually a deceptive name, this eannot, by any extension of logic, become a precedent that will lead the Commission to find that "Douglas Fir," "Red Cedar," "Poplar" and similar wellestablished names are deceptive, against testimony which can easily be produced from an overwhelming proportion of the consuming public to the effect that these names, unlike "Philippine mahogany," deceive absolutely no one.

# CollegeHumor

Announces a readjustment of black and white advertising rate.

- ¶ Effective November 1, 1926, (January, 1927 issue) the new rate will be \$2.50 per line −\$1070. per page.
- ¶ Orders with definite schedules will be accepted until November first at present rate.

# CollegeHumor

B. F. Provandie, Advertising Director 1050 NORTH LA SALLE STREET CHICAGO

Scott H. Bowen, Eastern Mgr. 250 Park Avenue, NEW YORK

GORDON SIMPSON, Representative Chapman Bldg., LOS ANGELES, CAL.



### A New Detroit Hotel With A DefinitePurpose!

Equipped in the finest and most modern manner—designed by a firm of world-famous hotel architects-directed by a man thoroughly versed in every phase of hotel management, the function of the new Savoy in Detroit will be to supply first-class hotel accommodation at moderate rates.

The Savoy has 750 rooms with baths, and is situated just six short blocks north of Grand Circus Park, on Woodward Avenue at Adelaide Street.

It was designed by Louis and Paul L. Kamper (architects of the Detroit Book-Cadillac Hotel) and has as its managing director, A. B. Riley, formerly manager of the Bancroft Hotel, Saginaw, Mich. The Savoy's rates are \$2.50, \$3.00 and \$3.50, with suites and sample rooms ranging in price from \$5.00 to \$12.00.

The cuisine of the Savoy is unsurpassed. Outstanding features of the Hotel are the Bohemian Room, the Coffee Shop and the Food Shop

the walled-in Garden Courtthe International Suites (each decorated in the national style of some foreign country) the 20-chair barber-shop and the 18-booth beauty parlor the Emergency Hospital, with a nurse in constant attendance—the Valet and Checking service—the Florist's Shop the Humidor - and the Gift Shop.

The Savoy opens for business on September 15.

A. B. RILEY, Managing Director



# Rooster-Crows and Results

[CONTINUED FROM PAGE 22]

traces of these egocentric motives in his strictly business literature. No possible harm can come from it so long as he makes due allowances for this personal and anti-commercial element. On the other hand, he may find that through such advertising comes to him one of life's greatest gratificationsthe opportunity for self-expression!

the passenger on the back seat of a 7 OU may, perhaps have noticed that car always feels that he-or she-could drive better than the person at the wheel. Also the inherent conviction everyone has that he-or she-could write a first rate play or novel, if the time could only be spared. Take these two instincts together, multiply them at will, and you will not exaggerate greatly the feeling ninety out of every hundred business men have toward their advertising. Undertakers entirely escape their client's competition. Lawyers generally do; doctors sometimes; advertising men never!

Universal and compelling as is the pleasure of seeing one's name in print, it dwindles to nothing compared to the joy of seeing one's own words flash in clear black type into every home in the country, state, nation. Men who never will have time to write the great American novel can still thrill with the pleasant pangs of authorship. correct advertising copy and revise layouts with deadly seriousness. So far so good.

But, with an honestly clear conscience they spend thousands of dollars of the firm's money to place this masterpiece of theirs before perfect strangers, who, for some never explained reason, they suppose will read it. Just as every engaged couple honestly thinks the coming wedding an event of worldwide importance; just as every young mother honestly thinks her first born the only baby worthy of serious consideration; just so enthusiastically does every new advertiser parade as universal facts his personal preferences and individual experiences.

Once more, we repeat, this is a quite natural and entirely harmless pastime, provided the results are not taken too seriously, businesswise, by smaller advertisers or by some younger generation of advertising men. The public may be relied upon to protect itself with surprising discernment!

Nor do publishers and advertising men fool themselves. Although they live by the sword, so to speak, their own advertising is surprisingly stingy and not overwhelmingly effective. This

a little private introspection, detect Achilles' heel is not, as some eynic suggested, due to the fact that advertising agents and publishers do not believe in advertising. Nor even that their high-pressure young men do not solicit each other. It is rather that their ereative complex-the urge for public expression—is so thoroughly satisfied, Where others rush into print regardless of expense, the advertising men themselves scarcely bother to tread.

Regardless of the apathy of these hardened professionals, however, advertising always has and always will be a perfectly proper means of self-expression. So long as others spend money on privately printed books and more or less privately produced plays, there can be no possible objection to any man spending money to support publications that—at appropriate prices—dedicate a neatly measured plot of white space to his literary and artistic creations.

By professional courtesy the result is always called "advertising." Furthermore, under that gorgeous ubiquity "It pays to advertise," it is given—as is nothing else in the artistic or business world-an unqualified blanket guarantee of success.

A man may write a poem, put on a play, paint a picture, sing a solo. As soon as he attempts it professionally, starts out to make it "pay," clarion voiced critics warn him of weakness. If, as generally happens, the public agrees with the critic, our unfortunate author, painter, or singer swiftly slides into silence. In advertising, on the contrary, no matter how ignominiously he fails the first, the fiftieth, or five hundredth time, he is still assured by all our sacred traditions that he is bound to win if only he has the courage to keep at it.

W HY intelligent business men who no longer believe in Santa Claus should band together so earnestly to perpetuate these pleasant fictions is a question one hardly dares ask. For there is nothing mysterious about an advertisement, no golden Minerva to burst full panoplied from a godlike brain. No metaphysical unearned increment that suddenly flowers into unexpected spring. The inexplicable power that never fails was an excellent fancy back in the days when advertising managers brought their whiskers to business on tall bicyeles. Since then, less poetic young men in department stores and mail-order houses have pulled advertisements apart to find what makes them go. Cold-blooded psychologists have ready added a good many very enlightening facts.

# Have you a pump account?

THE MARKET FOR CENTRIFUGAL BOILER FEED PUMPS ROTARY PUMPS AND THEIR HARKET THE VACUUM PUMP in the POWER FIELD LOW HEAD CENTRIFUGAL PUMPS AND A SUGGESTION ON THE CULTIVATION OF THEIR MARKET

If you have, you are naturally interested in any item of information which will help widen your client's pump market and simplify his selling.

Here are four separate reports recently prepared by POWER on the marketing of pumps. They are the result, in each case, of an expert investigation conducted by our research service.

These reports set forth such facts as: The number of industrial plants and central stations in the United States and the various types of pump they use; the present trends in types of pump most in demand; the average number of new plants and replacements in old plants per year; the men who specify pumps and their buying habits; the number of manufacturers in the field and the conditions of competition.

We will gladly furnish you, free of charge and without obligation, a copy of any one or of all of these reports.

If you have no pump account at present, but see one in prospect, the facts herein contained may materially assist you to secure it. Write!

Such reports as these typify the service POWER is rendering to industry by exploring the markets for power plant equipment and setting forth the facts in clear easily usable form.

Tenth Avenue at 36th Street New York

# POWER

A McGraw-Hill Publication A.B.C. A.B.P.

# Likeness

Alth normal human beings are alike.

They all have one head, one heart, two eyes, two hands, etc.

And in this blessed country of ours they are supposed to be born equal. Yet in spite of the fact that we all have "standard equipment" no two of us have ever been found in all the world to be exactly alike.

With magazines, as with human beings, the same thing is true. They all are printed on paper, with the same 26 characters of the English alphabet; they all deal with ideas and thoughts; and they all circulate to readers—oftentimes to the same readers.

Yet, no two are ever exactly alike, Perhaps this is because they are produced by human beings who are alike and yet not alike.

Some magazines have large circulations and some have small. Some have much reader interest and some have practically none. Some are very attractively gotten up and printed, yet fail to produce any results—"beautiful but dumb."

You certainly cannot tell how good a cook a gal will be from the cuteness of that curl in the middle of her forehead. Neither can you tell how good an advertising medium a magazine will prove to be from the wonderful art work it may use or its beautiful typography. Not that the curl and the art work aren't desirable but real character depends upon things more subtle.

In this advanced age, magazines practically all depend upon the advertising pages for their support. Then, a magazine to be worth its board and keep, should repay the advertiser in some form or other for the money he spends for space in its columns.

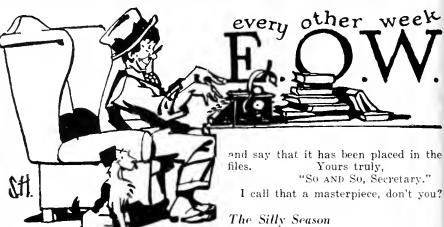
O. R. Maujev.

INDUSTRIAL POWER

608 So. Dearborn Street

Chicago, Ill.

I have adverted so often to the fact that INDUSTRIAL POWER repairs its customers that reiteration is almost monotonous. Fifther you believe it or you don't. It wou do, fine; maybe we can find room for your ad in our next issue. It you don't it costs you nothing to call our hand, maybe we really do hold the cards.



## Economical! Efficient! Inexpensive! But—

This story may or may not be true, but, I fancy, it has enough foundation to justify its inclusion in A. & S.

An American salesman undertook to market an ice-cream freezer in France. He tackled the job in typical American fashion. Every merchant on whom he called received him hospitably, listened intently to his "sales talk," agreed with him that the device was "wonderful" but—did not order.

This sort of thing continued for weeks.

Finally, the American sought one of the merchants on whom he had called first and who had been more than ordinarily civil. To this man the American said: "Why is it, Monsieur Le Brun, that I cannot sell this machine? It is economical. It is efficient. It is inexpensive."

The Frenchman's reply was: "That is quite true. Your device is most excellent—for those who wish to make ice-cream that way. But in France we do not wish to make ice-cream that way."

#### A Well-Trained Secretary

A man wrote a book. In it he told of some of the many wonderful things he had done. And tendered a lot of advice.

Another man—who happens to know the man who wrote the book—took exception to some of the statements in it, and wrote the author a letter in which he asked four or five questions—not so much hecause he wanted answers to those questions as because he wanted the author to know that he—the questioner—did not think very highly of the author or of his advice.

In due time the questioner received a reply to his letter. It was as follows:

"Mr. Blank is away and the date of his return is indefinite. As he is seeking a complete rest, he has asked that mail shall not follow him, and that there shall be no accumulation of letters upon his return. Hence I can only acknowledge the receipt of your letter, clude:

Such weather as we had in August was bound to produce more than the usual number of fool sayings. The foolest of all, it seems to me, is that of a Chicago physician that the use of soap produces deafness!

Can you beat it?

#### Qualifications for a bride—1926 model

An old friend—a man who seemed to be a confirmed bachelor—writes me that he is engaged to be married. His comment on his bride-to-be takes this form: "Henrietta is no grouch; is very active, drinks, smokes and is not musical or artistic, but I think she is a good housekeeper and companion."

What more can a man ask for, in these unregenerate days?

#### The World Do Move

It has taken a long time, but the railroads have finally awakened to the fact that the motor-bus is here to stay, and that it is better to have it work with, rather than against, them.

The New Haven, for example, has organized, as a subsidiary, the New England Transportation Company, which operates no less than thirty-seven bus lines in Connecticut, Rhode Island and Massachusetts. Only those who have tried in recent years to reach branch-line points in those States know what a blessing this innovation is. Many a slumbering New England village has been given a new lease of life for, once more, it is brought in touch with the outer world.

#### Same Thing! Different Words!

As showing how a competent writing man can say the same thing in different words, these extracts from a recent issue of *The New York Times* are submitted:

Among those sailing on the Majestic are:

Passengers sailing on the France include:

Sailing on the Minnewaska are: Passengers booked on the Cedric in-

Among the Scythia's passengers will

Booked on the Cameronia are:

Those booked on the Pastores include: JAMOC.

# A Simple Matter of Arithmetic— A GOOD PRODUCT

—plus

SALES EFFORT A RICH MARKET THOROUGH COVERAGE INTELLIGENT ADVERTISING

-equals

INCREASED BUSINESS FOR YOU

Mr. Manufacturer:

You have the product and the ability to make the sales effort

WEST TEXAS is one of the richest PRIMARY MARKETS OF THE NATION

# The Fort Worth Star-Telegram and Record-Telegram

offers a thorough coverage of this market with net paid circulation

## Over 120,000 Daily or Sunday

reaching over 1,000 towns throughout West Texas, with more circulation in that area than any other three or four papers combined.

THE RESOURCES OF WEST TEXAS are more diversified than you will find in any other territory. The MAJOR industries include cotton, grain, livestock, feedstuffs, wool, oil, etc. The production of this market puts approximately A BILLION AND A HALF DOLLARS INTO CIRCULATION EACH YEAR.

SOLVE THIS PROBLEM OF ARITHMETIC by planning your advertising and sales campaigns to include WEST TEXAS, and, of course, the

Quoting
Sales Management
July 10, 1926

#### FT. WORTH, TEXAS

Best wheat and oat crops in years insure good late summer business in Ft. Worth Section. Estimated value of the crops is \$60,000,000, which will be in circulation by August 1. Building permits in Ft. Worth for the first six months of 1926 exceed entire year of 1925. Oil developments described as "feverish," due to opening of new fields, demand for gasoline and high price of crude oil. W. E. Connell, president First National Bank, writes, "Taking it all around, I have not seen business conditions as good in this territory for several years as they are at this time." Sales managers should develop this territory intensively this summer and fall.

# FORT WORTH STAR TELEGRAM

# Fort Worth Record-Telegram

(MORNING)

## FORT WORTH STAR TELEGRAM

and Fort Worth Accord

Largest Circulation in the South

Charter Member Audit Bureau of Circulations

AMON G. CARTER. President and Publisher A. L. SHUMAN, Vice-Pres, and Adv. Director

# "Making More Money in Advertising"

By W. R. Hotchkin

Just published!

A book devoted to the stimulation of the copy-writer, chiefly showing how power to develop desire for the goods is created in the mind of the reader.

Also telling the man who pays the bills what should be contained in the MESSAGE that is printed in the costly space that he buys.

This book does not intrude on matters of typography, illustration, or mediums. It is almost wholly confined to the author's two specialties — merchandising and CÓPY.

Mainly for workers on the job; but with a special section for beginners in advertising writing.

A book created out of the quarter-century experience and study of the author as Advertising Manager ten years for John Wanamaker, New York; three years for Gimbel Brothers, New York, and a dozen years as promotional writer, counsellor and critic for hundreds of stores in the United States and Canada. Author of "The Manual of Successful Storekeeping" and "Making More Money in Storekeepand a frequent contributor to "ADVERTISING & SELL-ING."

The book presents a graphic picture of retail advertising and merchandising processes that should be interesting to all agents whose clients' products are sold in stores.

The copy ideas and stimulation will prove quite as valuable for National Advertising as for local.

Price. \$3.

Published and Sold by the

W. R. Hotchkin, Associate Director, Amos Parrish & Co., Suite 807, Farmers Trust Bldg., 175 Fifth Ave., New York, N. Y.

# How One Company Controls Production

[CONTINUED FROM PAGE 34]

cases of our goods in this territory."

THE estimate reaches the branch manager. He may think the figures for this, that or the other brand too high-or too low. He asks the jobbing salesman for further information. "Why do you think you can sell, next year, eight thousand cases more of such and such a brand than you sold this year?" Or, "You say you can sell only 16,500 cases of 'Meteors' in 1926. Sales for 1925 were in excess of 20,-000 cases. Please explain." These and similar questions are answered. The estimate may be changed. It may not. In either case, it is finally "O.K'd" by the branch manager and mailed to headquarters. Other estimates from other jobbing salesmen and other branch managers have been received. Each, as it comes to hand, is studied by the sales manager and the vicepresident in charge of sales. If those gentlemen are satisfied that the estimates are as they should be, they accept them. If not, they ask for additional information.

The estimates are then combined and take some such form as Budget No. 1.

The figures shown in this table are not merely for the information and guidance of the sales department. They are accepted by the manufacturing department as its authority to make and have on hand, ready for shipment each month, the quantities shown. The purchasing department accepts them as authority to buy and deliver at each factory a sufficient supply of raw materials to satisfy each factory's needs. They serve still another purpose: they make it clear to the treasurer of the company what financial arrangements he must make, month by month.

In other words, early in January of each year, not only does the sales department know how many cases of each brand it should sell, each month, but each factory manager, the purchasing agent and the treasurer know what they must do. To make assurance doubly sure, an interdepartmental committee meets once a month to review actual performance as against quotas. Have sales fallen off? If so, where and why? Is production above or below the quota established for each brand? Why? What about raw materials? And financing? All these matters are considered, and when the meeting ends, every man who has attended it knows precisely where he stands.

But the sales budget is only one of several budgets which govern the ac-

to sell, next year, so many thousand tivities of the Blank Company. Every branch manager has his own territorial sales budget which shows, by months and brands, what is expected of him. (See Budget No. 2.) Every jobbing salesman likewise has his budget, which shows the number of cases-by brand and month-he has promised to sell to jobbers in his territory. Factory managers work on a budget-that is, they operate on a schedule which calls for the production, each month, of so many cases-no more, no less-of the various brands which the Blank Company manufactures. (See Budget No. 3.) And, finally, the work of the retail salesmen is planned so that they know how many calls and how many sales a day they should average and what their sales should average per week in dollars and cents. The requirements are not unreasonable, for they are based on past experience.

When a salesman enters the employ of the Blank Company, he is told that his value to the company depends on his ability to maintain a certain volume of sales in the territory to which he is assigned. He is also told that his salary is based on the expectation that he will do this; that if he fails, after having been given a fair trial, he must not expect to retain his position, but that if he makes a showing, noticeably better than his quota, his salary will be increased-without his asking.

THE average number of calls per day which retail salesmen are expected to make is twelve. This is not an arbitrary figure; nor does it make unreasonable demands on the salesman. It is an eminently fair figure, accepted as such by the salesmen themselves because it is based on experience which covers a period of years.

The average number of sales per day which retail salesmen are expected to make-and which they must make if the volume of sales in their territories is to be maintained—is 'five. This, again, is not an unreasonable

I do not feel free to give details of the daily, weekly or monthly sales expected of retail salesmen. All I care to say is that the figures are reasonable. Any man who has selling ability, is willing to work, and does work, can achieve them without superhuman effort.

That quality of "reasonableness" is, perhaps, the outstanding characteristic of the Blank Company. No man or woman in its employ is asked to do the impossible. "Strong-arm" sales methods are not permitted. No sales-

# MINERCO BOND



The Letter

WESTVACO SURFACE FOR EVERY PRINTING NEED

# The Mill Price List *Distributors* of WESTVACO MILL BRAND PAPERS

The Chatfield & Woods Company 20 W. Glenn Street, Atlanta, Ga.

The Arnold-Roberts Company Augusta, Me.

Bradley-Reese Company 308 W. Pratt Street, Baltimore, Md.

Graham Paper Company 1726 Avenue B, Birmingham, Ala.

The Arnold-Roberts Company 180 Congress Street, Boston, Mass.

The Union Paper & Twine Company Larkin Terminal Building, Buffalo, N. Y.

Bradner Smith & Company 333 S. Desplaines Street, Chicago, Ill.

West Virginia Pulp & Paper Company 732 Sherman Street, Chicago, Ill.

The Chatfield & Woods Company 3rd, Plum & Pearl Streets, Cincinnati, O.

The Union Paper & Twine Company 116-128 St. Clair Avenue, N. W. Cleveland, O.

Graham Paper Company 1001-1007 Broom Street, Dallas, Texas

Carpenter Paper Company of Iowa

106-112 Seventh Street Viaduct, Des Moines, Ia.

The Union Paper & Twine Company 551 E. Fort Street, Detroit, Mich.

Graham Paper Company 201 Anthony Street, El Paso, Texas

Graham Paper Company 1002-1008 Washington Avenue, Houston, Texas

Graham Paper Company 332-336 W. 6th Street, Traffic Way, Kansas City, Mo.

West Virginia Pulp & Paper Co. 122 East 7th Street, Los Angeles, Cal.

# Mill Price List

Velvo-Enamel
Marquette Enamel
Sterling Enamel
Westmont Enamel
Westvaco Folding Enamel
Pinnacle Extra Strong
Embossing Enamel
Westvaco Ideal Litho.
Westvaco Satin White
Translucent

WestvacoCoated PostCard
ClearSpringSuper
ClearSpringEnglishFinish
ClearSpringText
WestvacoSuper
WestvacoMF
WestvacoEggshell
MinercoBond
Origa Writing
WestvacoIndexBristol
WestvacoPostCard



Manufactured by

WEST VIRGINIA PULP & PAPER COMPANY

The E. A. Bouer Company 175-185 Hanover Street,
Milwaukee, Wis.

Graham Paper Company 607 Washington Avenue, South, Minneapolis, Minn.

Graham Paper Company 222 Second Avenue, North Nashville, Tenn,

The Arnold-Roberts Company 511 Chapel Street, New Haven, Conn.

Graham Paper Company S. Peters, Gravier & Fulton Streets, New Orleans, La.

Beekman Paper and Card Company, Inc. 137-141 Varick Street New York, N. Y.

West Virginia Pulp & Paper Company 200 Fifth Avenue, New York, N. Y.

Carpenter Paper Company 9th & Harney Streets, Omaha, Neb.

Lindsay Bros., Inc. 419 S. Front Street, *Philadelphia*, *Pa* 

> The Chatfield & Woods Company 2nd & Liberty Avenues, Pittsburgh, Pa.

The Arnold-Roberts Company 86 Weybosset Street, Providence, R. I.

Richmond Paper Company, Inc. 201 Governor Street, Richmond, Va.

The Union Paper & Twine

Company
25 Spencer Street, Rochester, N. Y.

Graham Paper Company 1014 Spruce Street, St. Louis, Mo.

Graham Paper Company 16 East 4th Street, St. Paul, Minn.

West Virginia Pulp & Paper Company 503 Market Street, San Francisco, Cal.

R. P. Andrews Paper Company 704 1st Street, S. E., Washington, D. C.

> R. P. Andrews Paper Company York, Pa.

man is allowed to over-sell his customers. No prizes are given to the salesman who makes the best showing. Almost never are the factories asked to increase output beyond the figures shown on the budget. As a result, the operatives are assured of regular employment. Shut-downs and overtime are equally rare. Nor do unsold goods pile up in warehouses, eating their heads off in rent, interest or capital invested:

Budgeting! That is the explanation.

(In an early issue of Advertising and Selling, Mr. Campbell will tell how the Blank Company controls Selling Cost.—

## Facts vs. Superlatives

[CONTINUED FROM PAGE 36]

vertiser who is content to tell the specific and unique features of his product.

Occasionally someone points out that Phineas T. Barnum, who coined for the big top that grandiloquent phrase, "The Greatest Show on Earth," was a highly successful advertiser. He was. A trust-worthy biography of Barnum discloses, however, that he employed his superlatives in a humorous, and not in a serious, vein. He sought to be considered a humbug because the amused skepticism of the public increased its curiosity concerning Barnum's museum and his circus. The pyramided adjectives produced the desired effect, but, as Barnum knew very well, they obtained results chiefly because of their suitability to his peculiar business, and because of their novelty at the time.

However effective such copy may have been in advertising collections of freaks, elephants and acrobats, it is not sound advertising today for stocks and bonds, for foods, clothing, cosmetics, motion pictures, radio sets, or household conveniences. It attaches to otherwise credible statements too much of

an atmosphere of humbug.

In the retail field this vaunting tendency is frequently expressed in such language as: "The greatest sale in Zenith by the greatest store in Zenith." Even supposing that such a statement were true of sale and of store, does it reassure the customer that garments advertised as silk are silk, that the listed marked-downs were not previously marked up for the occasion, or that all seconds will be sold as such?

The average consumers may not be rational creatures, or even reasonable ones, but their wants are simple. They are not looking for the millennium in any field of merchandise, but they can be interested in an article which will add to their comfort, health, enjoyment or security. The suburbanite wants a lawn mower which will cut his grass effectively; he is suspicious of the machine which is advertised to do the work of seven gardeners. He will buy a pleasantly fragrant pipe tobacco at a reasonable price, even though it may be a great deal less than "The Best in



## The Telephone and the Farm

THERE was not a farmer in the world fifty years ago who could talk even to his nearest neighbor by telephone. Not one who could telephone to the doctor in case of sickness or accident. Not one who could telephone for the weather report or call the city for the latest quotations on his crops. Not one who could sell what he raised or buy what he needed by telephone. A neighborly chat over the wire was an impossibility for the farmer's wife or children.

In this country the telephone has transformed the

life of the farm.

It has banished the loneliness which in the past so discouraged the rural population and drove many from the large and solitary areas of farms and ranches.

It is a farm hand who stays on the job and is ready to work twenty-four hours every day.

The telephone has become the farmer's watchman

in times of emergency.

It outruns the fastest forest or prairie fires and warns of their approach. It has saved rural communities from untold loss of lives and property by giving ample notice of devastating floods. Three million telephones are now in service on the farms, ranches and plantations of the United States.

American Telephone and Telegraph Company and Associated Companies



IN ITS SEMI-CENTENNIAL YEAR THE BELL SYSTEM LOOKS FOR-WARD TO CONTINUED PROGRESS IN TELEPHONE COMMUNICATION

## \$124,342.25 Worth of Merchandise Sold by Letters

At a Cost of Only \$2,552.24. A copy of the letter sent you free with a 212-page copy of POSTAGE MAGAZINE for 50c.

POSTAGE is devoted to selling by Letters, Folders, Booklets, Cards, etc. If you have anything to do with selling, you can get profitable ideas from POSTAGE. Published monthly, \$2.00 a year. Increase your sales and reduce selling cost by Direct Mall. Back up your salesmen and make it easier for them to get orders. There is nothing you can say about what you sell that cannot be written. POSTAGE tells how. Send this ad and 50c.

POSTAGE, 18 E. 18th St., New York, N. Y.

#### "99% MAILING LISTS"

Stockholders—Investors—Individuals—Business firms for every need, guaranteed—reliable and individually compiled.

Standard \$5.00 Per Thousand

There is no list we can't furnish anywhere. Catalogue and information on request.

NATIONAL LIST CO. 849A Broad St. Newark, N. J.



#### Gives You This Service:

- 1. The Standard Advertising Register listing 7,500 national advertisers.
- The Monthly Supplements which keep it up to date.
- 3. The Agency Lists. Names of 1500 advertising agencies, their personnel and accounts of 600 leading agencies.
- 4. The Geographical Index. National advertisers arby cities and ranged states.
- 5. Special Bulletins. Latest campaign news, etc.
- 6. Service Bureau. Other information by mail and telegraph.

Write or Phone

National Register Publishing Co., Inc. R. W. Ferrel, Mgr.

15 Moore St. New York City Tel. Bowling Green 7966

WHEN Typog raphy of the most exacting nature is required all roads lead to Diamant's shop and it costs no more!

Write for booklet

# aman

Typographic Service

195 Lex. Aye. CALedonia 6741



#### PROVE IT! SHOW THE LETTER

if your salesman could show skeptical prospects the testimonial letters and orders received from satisfied customers, it would remove doubt and get the order. Don't leave testimonial letters lying idle In your files—give them to your nien and increase sales thru their use.
Write for samples and prices

AJAX PHOTO PRINT CO., 31 W. Adams Street, Chicago

the World." Ask some consumers and

The buying of most advertised commodities is done by or for women. Many advertisers seem to have reached the conclusion that anyone who will buy articles advertised in the manner of some modern cosmetics will believe anything. But how many women actually believe such advertising? How many regard it as the public regarded Barnum: as an amusing humbug? Some women who might readily believe an extravagant claim which contains some tribute to their personal charm, are less receptive toward extravagant claims for less personal things-such as the durability of children's stockings, the "outstanding"-ness of a given novel among those of the year, or the superlative nutritive properties of a cereal.

Many of us recall a legend which purports to tell how the French master of the short story, Guy De Maupassant, learned his craft at the feet of the elder novelist, Gustave Flaubert. When the young man laid his first manuscript upon the table for judgment, it was handed back with directions to eliminate not less than one-half of the adjectives. Good copy writers may profit

by the suggestion.

From the short story to the advertisement is not so long a journey. A good advertisement is a short story concerning an article of merchandise, a service or a security which leaves the reader eager to possess, or at least to know, more about its subject. A keen news editor will tell you that good advertising is that which has the most news value and that news values are determined by facts of public interest and not by frenzied writing. As we add no stature to the giant by calling him taller or tallest, we add nothing to the news value of an advertisement by calling a commodity greatest, longest-wearing, strongest, cheapest in It fits, or it does not fit; it wears, or does not wear; it is economical, or costly. The rest, in the short and ugly term of the courts, is "puffery." It may be balm to the vanity of the advertiser, but it has no longer a place in intelligent selling copy.

#### The Springfield (Mass.) Advertising Club Elects

At a recent meeting of the Advertising Club of Springfield, Mass., the following officers were elected: president, E. H. Marsh; vice-president, Milton Alden; secretary, J. F. Barteau; treasurer, W. S. Seybolt.

#### The Advertising Crafts Club of Philadelphia Elects

At a recent meeting of the Advertising Crafts Club of Philadelphia the following officers were elected: president, N. P. Laird; vice-president, H. Q. Miller, Jr.; secretary, W. S. Prentiss; treasurer, C. Deilly.

# Something to tie to

In the language of the old riverman, "something to tie to" meant a rock or tree that was solidly enough planted to hold the boat against all the power of wind and current. "Something to tie to" meant stability to trust.

This simple phrase has become current in our language. It has not lost its meaning. And nowhere in all the rush of American life is "something to tie to" more important than in the choice of a newspaper.

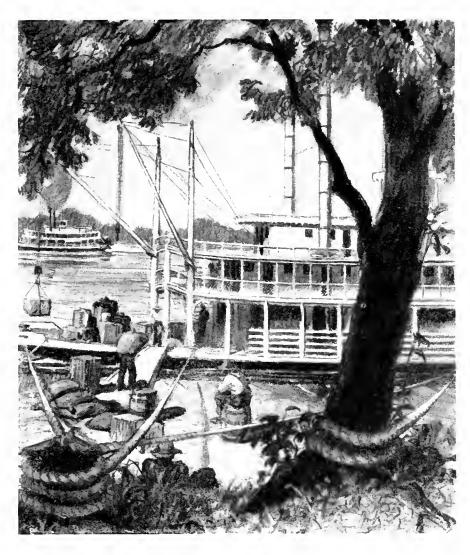
PUBLISHING has undergone many changes. Favorite journals have disappeared. Ownership has changed again and again. New money has brought new voices to be heard. "Who speaks?" is a fair question when any newspaper utters an opinion.

In this shifting scene, steadfastness, which has been a principle of Scripps-Howard journalism since

its beginning in 1879, is valued more than ever by the readers of these newspapers. Scripps-Howard fearless-



SCRIPPS-HOWARD



ness, honesty of opinion and independence of control furnish something for the public to tie to.

Here is the most potent reason why Scripps-Howard newspapers enjoy the confidence of more than a million and a half families in twenty-four cities. They

are dependable; they can be counted upon for accurate news and for sane and constructive liberalism in bolicy.

The highest reward of journalism is the respect and confidence of newspaper readers. This, the Scripps-Howard organization values above all else.

# SCRIPPS-HOWARD NEWSPAPERS

MEMBERS AUDIT BUREAU OF CIRCULATIONS

Cleveland (Ohio) ... Press
Baltimore (Md.) ... Post
Pittsburgh (Pa.) ... Press
San Francisco (Calif.) ... News
Washington (D. C.) ... News
Cincinnati (Ohio) ... Post
Indianapolis (Ind.) ... Times
Denver (Colo.) ... Express

Toledo	(Ohio)	News-Bee
Colum	bus (Ohio)	Citizen
Akron	(Ohio)	Times-Press
Birmin	gham (Ala.)	Post
Mempl	is (Tenn.)	Press
Housto	n (Texas)	Press
Youngs	town (Ohio	)Telegram
Ft. W	orth (Texas)	Press

C1	ahoma City (Okla.)News
Ev	nsville (Ind.)Press
Кı	oxville (Tenn.)News
El	Paso (Texas)Post
Sa	Diego (Calif.)San
Te	re Hante (Ind.)Post
Co	ington (Ky.) Kentucky Post*
	uguerque (N. Mex.) State-Tribune

EMBERS OF THE UNITED PRESS

ALLIED NEWSPAPERS, Inc.

National Representatives
250 Park Avenue, New York, N. Y.
Chicago Seattle Cleveland
San Francisco Detroit Los Angeles

\*Kentucky edition of the Circinnati Post,

Three advertisers, outside the dental field, who find it profitable to address the entire dental profession through ORAL HYGIENE:

Postum Cereal Company Lily Cup The Andrew Jergens Company

#### ORAL HYGIENE

Every dentist every month 1116 Wolfendale Street, N. S. PITTSBURGH, PA.

CHICAGO: W. B. Conant, Peoples Gas Bldg., Harrison 8448

NEW YORK: Stuart M. Stanley, 53 Park Place, Barclay 8547

ST. LOUIS: A. D. McKinney, Syndicate Trust Bldg., Olive 43

SAN FRANCISCO: Roger A. Johnstone, 155 Montgomery St., Kearny 8086

### I want my friends to know—

that I am organizing a group of the better type of young men and women to study the broad subject of Advertising, Selling and Business Writing.

This is a Personal Coaching Service covering twenty months. Instruction given through the mails. Subscriber's spare hours to be used. The service will cover Research, Reports, Sales Planning, Sales Training, Management of Advertising and Selling campadigns, Dealer Relations, Direct and Mail Order Advertising, Sales Correspondence, etc. — the full schedule of marketing topics.

Only well qualified subscribers accepted. No rainbows or princely salaries promised, though I've aided hundreds to climb to responsible positions. Text-books of college standard used Supplementary lielps on modern loose-leaf plan. Instruction based on 25 years of experience in business, educational and writing work.

1 am seeking, as subscribers, bright salesmen and solicitors, sales correspondents, service men of printing organizations, alert private secretaries, reporters and others with research, writing or organizing experience.

Do me the favor of conveying this bit of news to the resource ful young men and women that seek your advice about climbiness work.

Roland Hal Pennsylvania 119 Pierce Street

# In Sharper Focus



#### Carl Gazley

(Top of Page)

N selecting subjects for "In Sharper Focus" I would like to know if the Editor is starting at the top and working down, or starting at the bottom and working up. Anyway, here

Who eares where I was born? My real education started at the age of sixteen when I began traveling through the Middle West for a patent medicine and wholesale drug house. A big medicine wagon propelled by a team of horses, with myself as chauffeur, was my method of travel. In addition to selling, delivering and collecting for my goods, I had to earry out our program of "national advertising" as I went along. This was accomplished by means of a keg of tacks, a magnetic hammer, and a large variety of colorful signs. My customers were country storekeepers, and I learned to know them well. Many of them were good business men, and they proved to be good teachers, as well as very good friends.

After three years the West called me. I answered; drove mules, ranched, and came back East.

My career from then on embraced work in an advertising agency, a position in a manufacturing business, and a connection with moving picture

In 1917 I joined "Y and E" (Yawman and Erbe Manufacturing Company, Rochester, N. Y.) advertising department. Then followed several years of road work. In the course of time, appointments were made making me successively sales promotion manager, advertising manager, and assistant general sales manager—the position which I now hold.

I don't play golf, bridge or radio; I fish. One wife and one son take the rest of my spare time.

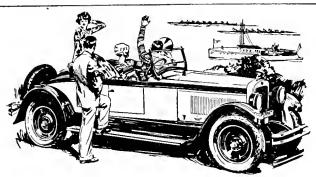
#### C. H. Rohrbach

N 1912 there came to New York a former Government employee, still loyal to the Government as a government-we hope-but apparently no longer loyal to the Government as an employer. C. H. Rohrbach-for, as our shrewder readers may have already



guessed, it was he-had decided to join some firm possibly less permanently sound financially but also probably more remunerative to its hirelings individually. Mature deliberation upon both sides soon linked him with the fortunes of The Celluloid Company,

THE RECORD 0-1 4 9 T H STATE INTERESTING SALES ANOTHER



# Gardner Opens the Sales Throttle to a 54% Gain in St. Louis



St. Louis Manufacturer with 50-Year Knowledge of St. Louis Marketing Conditions Advertises in The St. Louis Globe-Democrat Exclusively. •

You can say in a second which newspaper is the best advertising buy for you in your own home city, because you're there, and you know......

But what about St. Louis?

The Gardner Motor Company have the answer. They are in St. Louis. They know. They have an accurate knowledge of every phase of local marketing conditions, gleaned from 50 years of business experience in this market.

And they know St. Louis newspapers.

When it came to the question of the big 1926 campaign, The Gardner Motor Company and their St. Louis distributor chose The St. Louis Globe-Democrat exclusively.

And Sales Jumped 54%

Justifying the wisdom of their choice

is a 54% gain in sales in metropolitan St. Louis during the first six months of 1926, over the same period of 1925.

It's another outstanding success in which The Globe-Democrat has played an important part. The 30 automobile distributors in St. Louis who made the substantial gains in sales in 1925 all used commanding advertising space in The Globe-Democrat.

Natural, too-for The Globe-Democrat is read by more automobile owners than any other St. Louis daily. Its circulation is concentrated where greatest car-purchasing power exists.

Throughout the entire St. Louis market, known as The 49th State, Globe-Democrat supremacy is not even challenged. It is The Newspaper of The 49th State.

Write for details of the assistance which The Globe-Democrat is prepared to give you, through its Sales and Promotion Department and the Research Division.

\*As is customent.
The Gardner Motor Company was represented in the Special Automobils Show Number of St. Louis "uring" each St. newspaper, Show Week, ruary, 1926. Louis during ek, Feb-



The 49th State

## Arthur Henry Co., Inc.

Designers and Producers of Distinctive

Direct Advertising

1482 Broadway, New York

Telephone BRYANT 8078



Leaflets Folders

> Broadsides Booklets

> > House Organs Catalogues

> > > Copy Writing
> > > Illustrating

Engraving Printing



Write for Booklet-" Direct Results"



with whom he was to be successfully associated for the next four years. For a time he was a salesman, but the proverbial bushel basket did not hide his light for long, and he soon became a divisional sales manager. In this, the commencement of his career, he was fortunate enough to come under the able tutelage of Charles F. Abbott. who gave him—Mr. Rohrbach assures us-an invaluable background of what salesmanship and sales management mean. It was with Mr. Abbott's assistance that he left the company to go into trade association work, then comparatively little known or understood. At that time and during the war, as was later brought out in the courts. many abuses masqueraded under the guise of such associated activities.

THIS pioneer in the work studied his business, wrote about it, and has since had the great satisfaction of seeing it established as an important factor in the sphere of modern business activities, backed and indorsed by the President, the United States Supreme Court and, most energetically, by Secretary Hoover, through such measures as his campaign for the elimination of waste in industry.

Probably a description of trade associations is scarcely necessary. In all likelihood almost every reader of Advertising and Selling is a member of one or more organizations, from an advertising club to trade associations. In these days the latter have a great deal to do with both advertising and selling. Their secretaries are so convinced of the merit and high standards of their work that it pleases them to consider it as a form of profession.

Mr. Rohrbach soon became an enthusiastic holder of a number of sec-retaryships, and in them he noticeably supported the great cause of advertising-at least from the advertising man's slightly interested point of view. The associations of which he has been secretary have been, and are, devotees of publicity. The Crucible Manufac-turers Association is now preparing for a second year of cooperative advertising campaigns; The Compressed Air Society has for several years been doing trade promotional and educational work, in the air compressing machinery and pneumatic tool industries, with the help of a large number of motion picture films. And both in the air compressing machinery and the pumping machinery field Mr. Rohrbach is advertising and educating the trade through the distribution of thousands of copies of pamphlets showing definitions of trade terms, technical data and commercial practices—or "trade standards"—in those industries.

In addition to his three trade associations he has undertaken the secretarial work of two less specialized societies. For a number of years he has been secretary of the New York Sales Managers' Club and executive secretary of the American Society of Sales Executives. But that, he says, is

not work but recreation.



To manufacturers of summer products we offer this suggestion:

Extend your season by a special selling and advertising campaign in Florida, America's winter playground.

When cold weather bans summer goods in the North, the buying of these products increases in Florida. For Florida's population in winter is greater than in summer, and its climate is sunny and warm.

From October until June some three million people are enjoying the delightful outdoors of Florida. And they are financially able and temperamentally inclined to buy summer goods—summer clothing, bathing suits, fishing tackle, golf clubs and tennis racquets, motor boats and motor cars, in fact all the things that usually sell best in summer.

Reach this great, growing market by using the media which cover this state most completely and economically—the Associated Dailies of Florida.

# ASSOCIATED DAILIES Florida

510 Clark Bldg., Jacksonville, Florida

Bradenton News
Clearwater Sun
Daytona Beach Journal
Daytona Beach News
Deland Daily News
Eustis Lake Region
Fort Myers Press
Fort Myers Trofical News
Fort Pierce News-Tribune
Fort Pierce Record
Gainess-ille Sun
Jacksonville Florida
Times-Unton

Jacksonville Journal
Key West Morning Call
Kissinimee Gazette
Lokeland Ledger
Lakeland Star-Telegram
Melbourne Journal
Miami Daily News
Miami Herald
Miami Tribune
New Smyrna News
Ocala Central Florida Times
Orlando Morning Sentinel
Orlanda Reporter-Star

Palatka News
Palm Beach Post
Palm Beach Post
Palm Beach Times
Plant City Courier
St. Augustine Record
St. Petersburg Independent
St. Petersburg News
St. Petersburg Times
Sanford Herald
Sarasota Herald
Sarasota Times
Stuart Daily News
Tampa Times
Tampa Tribune

# Your Salesmen

should have as good tools as these—



GEM BINDERS are built right to hold Testimonial Letters. Sales Bulletins, Photographs, Price Sheets and similar material. GEM BINDERS aid the Salesman in conveying that Good First Impression.

GEM BINDERS are not just covers, they are expanding loose leaf binders fitted with either our patented flexible staples, binding screw posts or paper fasteners.

They are easily operated, hold their contents neatly and compactly, fit nicely into a traveling man's brief case.

GEM BINDERS in Style "GB" are covered with heavy quality Art Fabrikoid; they can be washed, if necessary, for the removal of hand stains, without affecting the surface color or finish of the material.

May We Submit Specimens for Inspection Purposes?

THE H. R. HUNTTING CO.

Worthington Street SPRINGFIELD, MASS.

# What Are Disgruntled Users Doing?

[CONTINUED FROM PAGE 24]

ever lets soap get into a tea-pot, and you see what happens when they get careless."

Disgruntled users have come into a new significance with the oncoming of installment buying. Talk, if you will, with the specialty manufacturers whose product is thus marketed. During the rush season refrigerators, washing machines, radios, heating plants, porch furniture, everything but automobiles (which form a class by themselves) move to consumers in large volume. Unless the article is one that depreciates rapidly with use (such as clothes) a danger exists of a large backing up of the goods.

JUST preceding the second installment payment complaints begin to trouble the dealer. A distinct feeling exists among purchasers that the dealer is compelled to "continue satisfaction" until the last payment is made, and buyers proceed to force the dealer to cater to their every whim. Defects which an out-and-out owner would "fix for himself" are now met by telephoning the dealer. Should the dealer ignore the complaint, the one-sixth owner stops paying. Added to this are all the imaginary imperfections of the product, which more likely than not are a result of neglect to follow the instruction chart. Real defect or imaginary, physical break-down of the article, or dollar break-down of the customer-all come to the same thing. The user is disgruntled.

Installment selling has another angle to this question. A customer who buys an article on time becomes an easy mark for salesmen of rival makes. In the familiar "twisting" of life-insurance soliciting, all the defects of the article in hand are magnified by self-seeking salesmen who extol the wonders of the competing article they represent. It is not unknown for a purchaser who has at stake but one payment to find some excuse for returning it to the dealer, only to buy from another.

Such instances relate, of course, to trumped-up grievances.

To the manufacturer, at the same time, a serious problem is presented. If the goods come back to the dealer, they will sooner or later reach the factory by reverse routing through subdistributor, jobber, branch agency and factory.

One manufacturer of a specialty, whose stock is listed in New York, reported over a million dollars of net earnings early in 1926. During April and May one-third of those profits was wiped out through the single item of

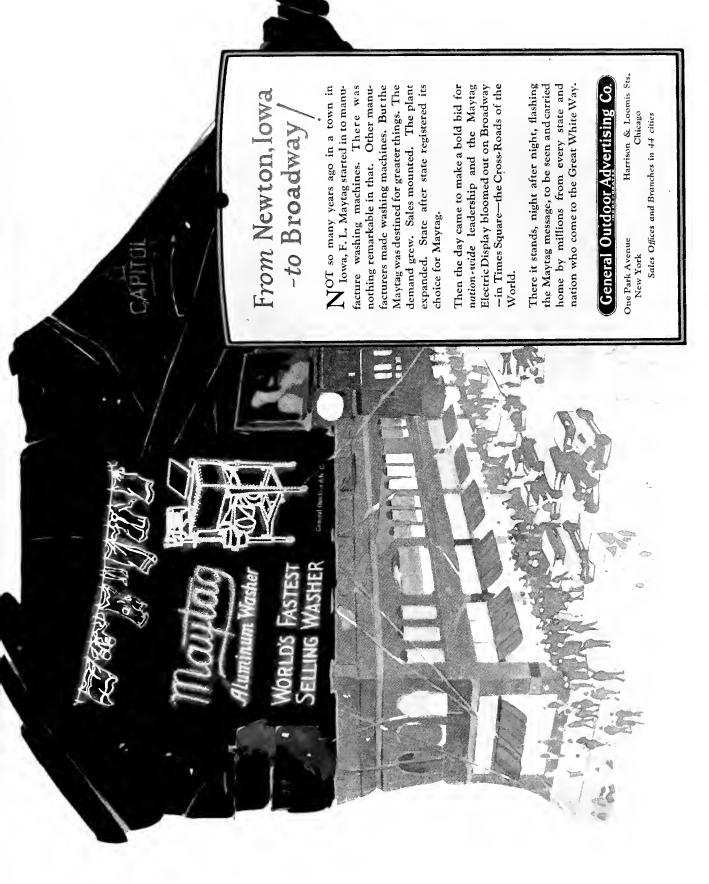
returned goods, sold four and six months before. A sudden improvement in the industry had threatened to make last year models obsolete, and, in the words of the company's president, "a couple of thousand nervous dealers knew they never would collect all the installments, so they grabbed the goods and soaked the factory." For remember always, one feature of installment selling is that the local dealer does not actually get the cash for his profits until the final installment is in hand. All payments until the last go to the finance company, principally for the manufacturer and the costs, while the dealer's margins are bound up in the final installment.

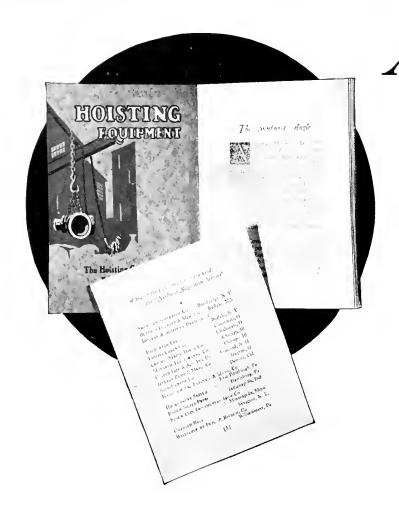
Market studies and surveys are with us. Did the survey of your business delve into non-owners and ex-owners? If it did not, it was not a complete study of your market. It is quite as essential to know the attitude of disgruntled users as to collect the glowing comments of satisfied customers.

The grouches may make a small per cent, as undoubtedly they do. What they have experienced is of commercial value to the manufacturer, of great worth to his selling and advertising departments. Why did an owner discard one make and buy another? Why is an article allowed to lie in disuse? Was it not adapted to the purchaser's needs, or was he never properly instructed in its use? Was servicing at fault? Did the manner of collecting the installments deprive the owner of the joy of possession? Has the cost of operation been too great for the purse of the owner? Have advertised economies not been realized?

R is it a case, as obtains in one of our cities, in which no article can be marketed that has the word "National" attached to it (except that "National" is not that word)? In that city so much merchandisc has been forced on unwilling buyers by a utility company that anything with the disliked name encounters immediate resistance.

Or, finally, does your product fall short of what salesmen promise? It would be highly important to know, if such were the case, that over-statement has its flare-back in the return of the goods for specious reasons, while the real cause is that exaggerated hopes can not be met. A manufacturer of insight and vast experience has been for two years on the verge of entering one of our growing industries with an improved model. Again and again he has been on the point of announcing his plans. With a quietness that carries





# A New Angle in Cover Designing

Entitles you—as a user of catalog or booklet covers to the most complete service yet offered in the creation of cover ideas, unique and outstanding.

Individual suggestions—actual sketches — color schemes and dummies—successfully used by the leading advertisers, printers and engravers.

LEARN how this service may benefit you and help solve your problem. Send the coupon or complete details of your booklet problem.

### HAMPDEN GLAZED PAPER AND CARD CO.

HOLYOKE, MASSACHUSETTS

Distributors for Great Britain FRED'K JOHNSON, LTD, 11-b Upper Thames St. London, E. C. 4

Export Office W. H. Milles 59 Pearl St., New York City

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Sales Offices New York, N. Y.

NEW TORK, IV, I

CHICAGO, ILL.

SAN FRANCISCO, CAL.

TORONTO, CAN.

conviction to the listener, this manufacturer has twice remarked something

"Few business men take the pains to look ahead for misfortune as we do. They never know what's happening until they get a jolt. But we are frankly willing to profit through their experiences. We look ahead. Our company has spent twenty or thirty thousand dollars studying what the established concerns have done. When we do go out for the business, we'll profit by their mistakes."

Pressed further, it was explained:

"The whole industry is too rosy. We almost fell for the glamour of it, until an adviser in whom I have confidence suggested that we find out whether the users were satisfied. It was such a ridiculous thought that I almost laughed it out of mind. But-would you believe it?-that's why we're staying out for another season. Of one thousand owners in Chicago and St. Louis, whom we had interviewed, we found so many disappointed ones that we called a halt. If a half of those who told our reporters they would like to throw the thing out ever do so, there'll be a panic on Wall Street."

### "Let's Talk About Your Business"

[CONTINUED FROM PAGE 28]

like one man chatting with another and no high hat anywhere on the premises. The first booklet is called "Building a Prospect List." This will give you an idea of the method:

The other night ten men were seated around a dinner table. One of them was interested in selling radio.

The talk drifted to receiving sets and more than half of the guests were silent. The radio man was interested.

"How many of us here have radio sets?" he asked.

Only three of the ten held up their hands. Seven confessed no interest in radio.

"And now may I ask you something else?" the radio man went on. "How many of you seven gentlemen have ever been asked to buy radio?"

Not one of them had!

The rest of the booklet deals with the indispensability of a good prospect list, and with the methods used by successful dealers in preparing such lists as the first step in rounding up the delinquents who are not yet supplied with radio sets.

"Knowing Broadcasting and Talking About It" is the subject of the second booklet. This is a pretty important topic to the radio retailer. How is the dealer going to sell radio unless he can convince the skeptical prospect that when he buys a set the programs he will hear will make his purchase worth while? Yet so far as we know this is the first time this vital phase of radio salesmanship has ever been brought to the attention of dealers.

We quote again:

That difficult prospect who tells you there's nothing on the air worth listening to because he's listened to the neighbor's set and heard nothing but jazz—what are you doing to enlighten him? And in order to do

# GREET

## The News Merchant Proud Proprietor of Newsstands!

HE old Newsstands ain't what she used to be since so many folks decided that to publish magazines was to make millions.

Today a thousand garish, shrieking covers portraying all kinds of bathing girls are swimming boldly and bravely towards one from a thousand

Will your magazines be seen? be wanted? be bought? "To be or not to be" is thus the puzzler.

We are in contact with 70,000 news-merchants and their respective wholesalers. We know them by name. They know us. They display prominently and sell aggressively magazines which we distribute (2,000,000 monthly) for our clients. Our clients deal with one account instead of with more than two thousand. None of the muss or fuss of powerful administration. No elaborate billing, checking and collecting systems required. No pennies risked in dealer credits.

What could be sweeter? Independent National Newsstand distribution is suggested by us to you. Let us work out a definite proposal for you. No strings to this offer. Write

EASTERN DISTRIBUTING CORPORATION New York City 45 West 45th Street

-Bryant 1444 -

# BAKER CHICAGO A.B.P. end A.B.C. Published Twice-a-month

Bakers' Helper has been of practical service to bakery owners for nearly 40 years. Over 75% of its readers renew their subacriptions by mail.

York Office 431 S. DEARBORN ST., E. 42nd St. CHICAGO, ILL. New York Office 17 E. 42nd St.

# American Sumberman

A. B. C. With over 100 paid correspondents in the largest producing and marketing centers the American Lumberman— published weekly—effectively

**COVERS LUMBER FIELD** 

#### Jewish Daily Forward, New York

Jewish Daily Forward is the world's lergest Jewish deliy. A.B.C. circulation equal to combined total circulation of all Jewish newspepers published. A leader in every Jewish community throughout the United States. A Home peper of distinction. A result producer of undisputed merit. Carries the largest volume of local and national edvertising. Renders effective merchandising service. Rates on request.



#### CATCH THE EYE!

Liven your house organs, bulletins, folders, cards, etc., with eye-gripping cuts—get artwork at cost of plates alone. Send 10c today for Selling Aid plans for increasing sales, with Proof Portfolio of advertising cuts.

Selling Ald, 808 S. Wabash Ave., Chicago

# Guessing About Buffalo is a Thing of the Past

Buyers of advertising had to guess in the days when Buffalo had six daily newspapers, with over-lapping and duplication that never could be figured with any certainty.

Now there is one big, strong morning newspaper, The Buffalo Courier-Express, alone in its field, giving a one-shot coverage that is definite and absolute, leaving nothing to conjecture or guesswork.

Also there is a metropolitan Sunday paper, The Buffalo Sunday Courier-Express, which will tell your story to the largest audience reached by any newspaper in New York State outside of New York City.



Lorenzen & Thompson, Incorporated Publishers' Direct Representatives

Chicago

New York

San Francisco

Seattle



New York's newest and most beautifully furnished hotel—accomodating 1034 guests

Broadway of 632 Street.

Broadway of 632 Street.

2001 \$250

\$250 FOOM WITH PRIVATE BATH-

# **TESTIMONIALS**

Speaking of testimonials, here's one we appreciate: "I don't mee how you do it. Our photostats are back almost before we realize the letters have been turned over to you. Real service."

Let us prove that for you. You want photostats when you want 'em. We get them to you.

Commerce Photo-Print Corporation 80 Maiden Lane New York City

Bakers Weekly A.B.C.-A.B.P. New York City NEW YORK OFFICE—45 West 45th St. CHICAGO OFFICE—343 S. Dearborn St. Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Ibepartment, furnishing statistics and eales analysis data.

the enlightening haven't you got to fortify yourself with the facts.... What the customer is really buying, when you come down to it, is broadcast programs. Isn't that true?

The dealer who sells radio best is the one who sells programs best—and he's the man who keeps posted on programs.

A number of suggestions follow whereby the dealer may interest his customer in the entertainment, instruction and thrills of radio in the home.

THIS is followed in the series by a booklet called: "Bargains and Orphans." It is packed with experience stories. There is the story of the store that bought a job lot of radio because it was cheap, and suffered impairment of reputation when the sets came back from indignant customers, and loss of profits brought about by servicing costs. There is the story of the store that started with seventeen makes of radio, and its reasons for cutting the number down to three this year. The moral is (there is a moral, you see, even in these admirable booklets) that the quick dime is not as good as the solid dollar; that what counts is the constant, even turnover.

"Concentration on fewer brands and good ones is the rule today where a sound radio business has been developed," says the Atwater Kent Manufacturing Company. Readers of H. A. Haring's articles on "What Ails Radio?" in ADVERTISING AND SELLING will recall that Mr. Haring, from his study of the radio industry, came to

the same conclusion.

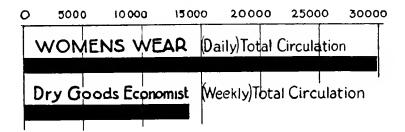
More practical suggestions are imparted to the dealer in booklet No. 4: "The Appearance of Your Store." The cash value of store windows and the advantage of frequent changes in window displays are estimated by dealers who have given special thought to the subject. We are told about the man who makes his windows so interesting that the newspapers are glad to print stories about them. We get a vivid picture of the unattractiveness of "Junk-Shop Windows," in which radio parts are scattered helter skelter around complete sets.

"Did you ever see an automobile displayed with parts scattered around it?" There is a telling point. And then the writer of the booklet boils down all that the investigators in the Atwater Kent survey learned about window trimming into "12 points of good window display."

When it gets to the subject of advertising, as it does in booklet No. 5, the Atwater Kent Manufacturing Company is not content with merely appealing to the dealer to tie up with the national campaign. Recognizing that many dealers have no information on which to base their local advertising, it tells them what other dealers, placed in similar circumstances, are doing.

It picks out fourteen typical, successful dealers in communities ranging in size from New York City to a town of 2000. It tells the whole trade what proportion of their gross sales and their radio sales these dealers are

# Women's Wear Dominates



This comparison is striking enough—WOMEN'S WEAR circulation, 29,734; Dry Goods Economist circulation, 13,968. But it would be more so if effect were given to the fact that WOMEN'S WEAR is a daily, and the Dry Goods Economist a weekly. On this basis WOMEN'S WEAR has a paid circulation of 9,068,870 copies a year, while the Dry Goods Economist has much less than one-tenth of that—726,336.

The supremacy of WOMEN'S WEAR service in every branch of the women's apparel and dry goods trades—retail, wholesale and manufacturing—is not questioned by any informed and impartial person.

(NOTE: This advertisement deals only with total circulation. A second one will take up retail circulation.)

# Fairchild Publications

8 East 13th Street

New York

18 branch offices in the United States and abroad



I  $\mathcal{B}$  E L I E V E

In versatility of style
In today's tendency towards new rhythms
In exploring an untried world for those who dare
In dramatizing simplicity

After working for a limited group here and abroad, for instance Belding's Brokaw Brothers Continental Tobacco Co. Dunhill's Federal Advertising Agency Gunther's Park & Tilford

I have opened a studio at 270 Madison Avenue

Z E R O

Caledonia 7315

DRAWINGS PICTORIAL CAMPAIGN KEYNOTES VISUALIZATION

spending in advertising, and how the radio appropriation is divided; how much is spent on newspapers, window display, direct mail, posters, and whatever other medium the dealers may be using.

The final booklet is by no means the least important. Its title is "Your Financing." It starts by quoting the question someone put to Abraham Lincoln, "How long should a man's legs be?" and Lincoln's reply, "Long enough to reach the ground."

"In talking about installment sell-

"In talking about installment selling and how it may be financed, let's keep close to the common sense of this answer," the Atwater Kent Manufacturing Company says. And then it passes along to its dealers these hints, drawn from the experience of conservative merchants:

Always sell for cash when possible. Get as much down payment as possible. Make the term as short as possible. Make a complete investigation. Set your terms and stick to them. Sell the radio that stays sold.

We give you our word that we have read every line of these six Atwater Kent booklets. If they are not eagerly read by most radio dealers, if they are not reserved for future reference, if they do not serve to strengthen the bond between the sponsoring company and its retailers, then printer's ink carries no punch at all.

And—believe it or not—there is not one word in the whole series about the bing-bing-bing of the cash register. That good old prop seems to have taken the count.

# Memorial Services Held for Frank A. Munsey

Brief services commemorating the seventy-second birthday anniversary of the late Frank A. Munsey, former editor and owner of *The Sun*, were held on Saturday, Aug. 21, in The Sun Building in New York.

Edwin S. Friendly, business manager of *The Sun*, Fred A. Walker of *The New York Telegram*, and E. O. Peterson of The Sun Club, spoke briefly, each stressing the courage, loyalty and the achievement of the man who, coming to New York with a few dollars only, lived to build enterprises of farreaching scope.

"We who lived daily with Mr. Munsey need read no books on success to know how his success was achieved," Mr. Friendly said. "Mr. Munsey was at the height of his career, at its zenith, when he died. His life was an example in its strength, courage and ambition to succeed in the very highest American ideals."

#### McClure Honored

W. Frank McClure, vice-president in charge of the Chicago office of Albert Frank & Company, New York advertising agency, has been elected to the board of trustees of the Chautauqua Institution, Chautauqua, N. Y.

# 1 + 1 = 1

SOMETIMES 1 plus 1=1, frequently less. Prof. Einstein had nothing to do with it. Scientists and engineers have known it for centuries. Furthermore, the fundamental principle applies as truthfully to merchandising as it does to mechanics.

The maximum effect of two forces can be realized only when they are parallel. Otherwise there will be a loss. Experience has shown that our two great merchandising forces of selling and advertising must parallel, must work in harmony to be really effective. They must have the same objective and convey their message to the same people—to those who are interested in your products.

If your salesmen call on manufacturers, retailers or any other special class, your advertising message should be aimed at the very same group. It can be done. There is a direct advertising highway paralleling every selling road to the various fields of business—the A. B. P. business papers.

A. B. P. papers have been created by an insistent business demand and have developed to their present state of usefulness by effectively satisfying this demand. They are pledged as a condition of A. B. P. membership to maintain the highest standards of publishing practice, both editorially and in the advertisements which they carry.

Ask your advisory service department for definite information about the various A. B. P. papers, about the fields they serve and the way to obtain the best results from these papers. This service is free. You incur no obligation.

THE ASSOCIATED BUSINESS PAPERS, Inc.

Executive Offices: 220 West 42nd St., New York, N. Y.

A.B.p

An association of none but qualified publications reaching the principal fields of trade and industry



with Trade Publicity

for Sample Copies address:
KNIT GOODS PUBLISHING CORP.

93 Worth Street New York City

Folded Edge Duckine and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Displays

THE JOHN IGELSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted



We are producers of some of the oldest and most successful house organs in the country. Edited and printed in lots of 250 to 25,000 at 5 to 15 cents per name per month. Write for a copy of THE WILLIAM FEATHER MAGAZINE

We praduce The Bigelow Magazine

The William Feather Company 605 Caxton Building, Cleveland, Ohio



#### HOTEL ST. JAMES

Midway between Fifth Avenue and Broadway
An hotel of quiet dignity, having the atmosphere
and appointments of a well-conditioned home,
Much favored by women travelling without excort.
3 minutes' walk to 40 theatres and all best shops.
Rates and hooklet on application.
W. JOINSON QPINN

WHY not turn to the Market Place on page 86 and see if there is not something of interest to you?

# The Sales Promotion Manager

[CONTINUED FROM PAGE 38]

manager on a parity with the sales manager and with the advertising manager. He was even wise enough to make the sales promotion manager report to him and not to either of the others.

At the start a rather dangerous situation developed. For even in the face of the announcement of the sales promotion's manager's duties and responsibilities, both the sales manager and the advertising manager naturally conceived the new department as one which they could use to advantage, provided it were conducted as they thought it should be conducted.

DUT, fortunately, the general manager had selected a man of ability and tact. After six months' novitiate, in which he accepted gratefully the suggestions of both the advertising manager and the sales manager, he took the reins into his own hands. He made clear to the advertising manager that he would be glad to work with him in the preparation of window displays, signs, and other sales helps—but that he had his own plans for their use, once the material reached the factory from the printer or the lithographer.

He made clear to the sales manager that he must know the sales objectives and would gladly cooperate in the making of sales plans as they affected the direct sales force—but that he must be responsible for the use of sales plans which were put in effect with the customer, whether wholesaler or retailer.

Within two years he became far more than sales promotion manager in title. He was really the connecting bond between the sales and advertising departments, on one hand, and an active developer of methods to move the stocks rapidly off dealers' shelves and out of wholesalers' warehouses. In fact, the advertising manager came, within five years, to regard this sales promotion manager as the one to capitalize magazine and newspaper publicity with customers, although the advertising manager quite rightly retained the difficult task of coaching the sales force in using publicity as a sales weapon.

A typical example of the workings of this sales promotion department is well worth both reading and, later, study. In the early fall of 1924 the general manager called these three departmental managers into conference. A month later plans were formulated for 1925. That part of the plan called for the launching of a new product, both of higher quality and of higher price than any then on the market. It was agreed

that the potential volume for this new article justified its being the keystone of 1925 merchandising activities.

Just as the sales manager, after mature deliberation, decided that the unusual nature and the many merits and uses of this new product demanded a national sales convention rather than sectional sales conferences, the advertising manager decided that he could use this new article as the keynote of the year's national and local advertising, on the basis that its exceptional merit made it desirable to blanket the field before competition could imitate it; and at the same time, its merit lifted the whole line.

Now we come to the part of the sales promotion manager in this 1925 campaign. First of all, he studied the product itself. He submitted it to his outside corps of friendly executives in non-competitive lines, for their tests and criticisms. Personally, he not only tested the new article, but sought through a score of national organizations, possible new uses in the industry and in the home.

From all of his investigations and those of his friends he compiled a list of its selling points. He divided these into four groups, as advantages which would be attractive to the company's sales force. Briefly, these included additional compensation through increased sales of the new article; a wonderful leader for the first trip over their territory in 1925; a means of interesting prospects who had hitherto remained adamant; and its literally two-score other points which would appeal to the salesmen.

THEN he recommended the arguments which would appeal to the wholesaler. These included a special preferential price which was part of the sales manager's plan; a freight saving per dollar sales, which was particularly interesting to jobbers far distant from F.O.B. points; a drop shipment advantage, and a method of packing for wholesalers which removed all vestige of objection on their part to featuring this new article.

For the retailer he built his sales promotion plans on the most solid of all foundations: profit and prestige. He pointed out that this new, higher-priced article involved no higher freight charges than on similar articles retailing at a decidedly lower price. He pointed out the display possibilities of the article in windows, aisle tables, counters and shelves. He discovered in a small town in Indiana a manufacturer of a material which was hardly

COLUMBIA

The Largest Catholic Magazine in the World

Three-quarters of a million Knights of Columbus families are getting acquainted with this sparkling new companion to White Rock Mineral Water because COLUMBIA was one of the magazines selected to introduce White Rock Pale Ginger Ale.

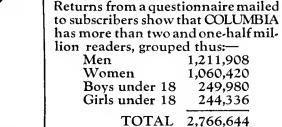
It is to be expected that the series of attractive White Rock advertisements which COLUMBIA is now running will win a host of loyal friends for this new product.

For this advertiser, like many others, will participate in the loyalty and confidence and responsiveness which distinguish COLUMBIA'S more than two and one-half million readers.





MADE ONLY WITH WHITE ROCK WATER



# The Knights of Columbus

Publish, print and circulate COLUMBIA from their own printing plant at New Haven, Connecticut

Net Paid 748,305 Member A. B. C.

Twelve months average, ended June 30th 1926

Eastern Office
D. J. Gillespie, Adv. Dir.
25 W. 43rd St.
New York

Western Office

J. F. Jenkins, Western Mgr.
134 S. La Salle St.
Chicago





known and fighting for volume, but which lent itself wonderfully to display of just such an article. By working closely with him he secured an incredibly low price on an exceptionally large quantity—enough to tide this maker's overhead until new customers could be secured.

Best of all, he wrote an illustrated sales manual for dealers' salespeople, which portrayed the right and wrong ways of presentation of the product to the consumer. Then he turned around and wrote another sales manual for the outside salesman for the retailer, which differed as much from the sales manual he originated for the jobber salesman as could be imagined. For this sales promotion manager's greatest ability, as I have been given to see it, is discrimination. He does not put the consumer argument in the manual of the salesman who is trying to sell the dealer. Nor does he put in the manual of the retailer's salesman a dealer type of argument.

Every sentence and every suggestion is written with an intimate knowledge of what he wishes to achieve and of the best means of achieving it.

With the cooperation of the advertising manager he worked out one newspaper campaign for wholesalers and another for retailers. In each case the manufacturer's expense was merely the cost and transportation of the electrotypes.

But it should be recorded that over nine thousand wholesalers and retailers took advantage of this electrotype service, either for independent advertisements or advertisements run wholly at their expense, surrounding the largespace advertisements inserted in local newspapers by the manufacturer.

Modern methods in sales promotion departments—and in service departments—in the last analysis, must depend upon a meeting of minds. And the sales promotion manager or the service manager who can make the most minds meet under the most favorable circumstances, need never fear for the success of his department.

#### Christmasitis

[CONTINUED FROM PAGE 25]

I wonder how many women agreed with him that it was what his headline promised: "The Ideal Christmas Gift."

Personally, if I rightly understand the meaning of that word "ideal," that particular outfit would score about 17 on a scale of 100 in an "ideal" ranking. I hope that not too many husbands took him seriously!

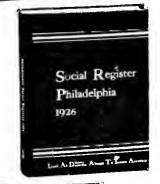
For some reason manufacturers of cleaning appliances seem to regard their products as peculiarly the *ne plus* with a of giftdom

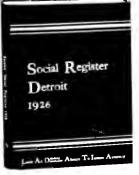
ultra of giftdom.

"The Gift She Values Most," for instance, wasn't used for jewelry, or lingerie, or silverware, or furniture, or furs, or some token that would assay











# These books list the men of wealth and distinction in—

Detroit, Chicago, Boston, New York and Philadelphia

To the leading five thousand of these men, a thousand in each city, selected by a comparison of their membership in exclusive clubs, we wrote simply, "Do you read Judge?"

One thousand four hundred and fifty-two answered at once.

# 58.7% read Judge

More than five hundred took the trouble to write at greater length how much and why they liked Judge.

Nearly everyone added that his family all read and enjoyed Judge.

Fifty-two times a year Judge goes before these cultured and discriminating people.

May we send you a ten-minute digest of the real facts about Judge?

Judge

Management of

E. R. Crowe and Company, Inc.

New York

Established 1922

Chicago

# You've read a lot of argument about direct mail—

What's the truth about direct mail advertising? If \$450,000,000 is invested in it yearly—if there are more users of direct mail than of any other single medium—if General Motors spends two million a year in direct mail—isn't it time that all advertising men learned to use it properly? The proper use of direct mail advertising is simple. It lays no claims to magic. But it is something more than merely printed matter, or mailing lists or multigraphing. It's a state of mind about what advertising is supposed to do.

#### Now read The MAILBAG

—all about direct mail advertising monthly, one dollar a year.

The MAILBAG is edited for sales and advertising executives who are busy on important jobs but who will find time to read anything as worthwhile as this is. Do it now.

MAILBAG PUBLISHING CO., 508 CAXTON BLDG., CLEVELAND

Oscillation ISPLAY advertising forms of Advertising and Selling close ten days preceding the date of issue.

Classified advertising forms are held open until the Saturday before the publication date.

Thus, space reservations and copy for display advertisements to appear in the Sept. 22nd issue must reach us not later than Sept. 13th. Classified advertisements will be accepted up to Saturday, Sept. 18th. high in sentiment, even though modest in monetary valuation. The advertiser, apparently wiser in feminine psychology, used it in connection with an illustration of a woman in ecstatic raptures over a carpet sweeper. If he be right, then all I know is that I've been terribly inefficient for the past eleven years in buying Christmas gifts for Mrs. Gilpatrick—and all fellow-husbands of my acquaintance have been equally wasteful. Evidently we're just hopelessly dense men-folk, unable to penetrate the intricacies of a woman's mind

A NOTHER friend, this time one of the male sex, commented sarcastically on the recommendation of one advertiser to "give a wrench for Christmas in a special Christmas box," followed by the suggestion that its first use could be in mounting the Christmas tree. My friend wanted me, as an advertising man, to tell him whether the wrench was to be presented before Christmas or was to be used by its giver and then be re-wrapped, put back in its Christmas carton and handed to its recipient. Not being able to read the advertiser's mind, I could not enlighten him.

Obviously, these examples fall far short of exhausting the list of advertisements which struck discordant notes in the Christmas harmony.

Nevertheless, I believe—and hope—that they are wholly sufficient to bring back to mind the unquestionable truth that December advertising is always blemished by undignified scrambles to capitalize the Christmas spirit. (With garbage pails as a precedent, this year we may logically expect to see perspiration deodorants, halitosis remedies and sanitary bowl-brushes urged on gift-buyers).

Christmas will be with us again before long. Preparation and production of Christmas insertions is already under way.

Will those of the advertising craft responsible for the messages that appear assent to repeat the incongruities of the past, or will they convince their employers that something more than holly leaf borders, Christmas headlines and backgrounds of reindeer and candle-lit trees is needed to bring a piece of merchandise into harmony with the Christmas season?

Advertisers evidently need to be made to realize that there are commodities which not even four-color plates of the Star of Bethlehem shining above the manger can transmute and exalt.

#### J. George Frederick Heads Committee

J. George Frederick, president of the Business Bourse, has been appointed chairman of the research group of the members' general council of the New York Advertising Club.

# Serving the Interests of Women in the Small Town

Q.

Katharine Clayberger, Editor

Mary B. Charlton, Managing Editor

Marion M. Mayer, Service Editor

Lyle J. Bryson, Art Editor

Frederic W. Howe, Director of the School of Household Science & Arts of Pratt Institute

Emma F. Holloway, Supervisor of Institutional Courses, School of Household Science & Arts of Pratt Institute

Elizabeth C. Condit, Supervisor of Home Making Courses, School of Household Science & Arts of Pratt Institute

Marjorie Kinney, Supervisor of Clothing Courses, School of Household Science & Arts of Pratt Institute

Eve Kittleson—in charge of the Fashion and Dressmaking Dept. of the Home-Makers' Bureau of People's Home Journal

Helen Hathaway—in charge of the Etiquette Dept. of the Home-Makers' Bureau of People's Home Journal

Katharine Lee—in charge of the Beauty Service of the Home-Makers' Bureau of People's Home Journal

Marianna Wheeler—in charge of the Baby Service of the Home-Makers' Bureau of People's Home Journal

Margaret Kingland—in charge of the Knitting and Crocheting Dept. of the Home-Makers' Bureau of People's Home Journal

Dorothy Haldane—in charge of the Embroidery Dept. of the Home-Makers' Bureau of People's Home Journal

Thornton W. Burgess—author of the Green Meadow Club Stories for children

Irene H. Burnham—Chairman of the Division of Home Making, in the Department of the American Home Federation of Women's Clubs

Favorite authors:

Norma Patterson Agnes Louise Provost Chart Pitt Nelia Gardner White

The greatest fundamental on which to judge the character of any publication—Its Editorial Appeal"

# PEOPLE'S HOME JOURNAL



Rate Ior advertisements inserted in this department is 36 cents a line-6 pt. type. charge \$1.80. Forms close Saturday noon before date of issue.

#### Position Wanted

#### A SALES PROMOTIONIST

With two years' experience in 4-A Agency, and five years of planning, writing and producing direct-mail, publication, display and dealer advertising for two leading manufacturers. Highly successful editor of house magazines. A record of effective personal selling of advertising plans and ideas. For the manufacturer wishing a man to devise effective sales promotion and advertising plans and sell them to his organization and customers-or for the agency wishing a seasoned executive for plan, copy and contact, this man will bring a keen intelligence, ability to cooperate effectively and a wide experience. He is now employed as advertising manager but is more interested in the opportunity being unlimited than in a large initial income. He is married, 36 years old, college educated, Christian. For an interview address Box No. 416, c/o Advertising and Selling, 9 E. 38th St., New York City, N. Y.

WOMAN WRITER seeks position on publica-WOMAN WRITER seeks position on publica-tion specializing on subjects of interest to women; has edited woman's page for prominent metropolitan newspaper; has served as feature writer for newspapers and magazines; has been fashion editor for well known fashion magazine. (Whole or part time.) Box No. 413, Advertis-ing and Selling, 9 E. 38th St., New York City.

Newspaper Executive, experienced in all branches, now advertising and assistant business manager, seeks connection with owner or publisher who requires services of producer. Good reasons for change desired. Available October first. Exceptional references. Box 417, Advertising and Selling, 9 East 38th St., New York City.

### Help Wanted

WANTED—Eastern publishers' representatives for California Petroleum publication. Box No. 410, Advertising & Selling, 9 E. 38th St., New York City.

#### PUBLICITY PRODUCTS

Advertising Specialty Salesman, character, ability, address; all advertising specialties; prolific field; theral commission, fullest cooperation free lance and side line men. Litchfield Corp., 25 Dey St.,

#### Help Wanted

#### WANTED ADVERTISING SERVICE EXECUTIVE

By High-class, well-established advertising service corporation. This position offers an excellent opportunity for growth with a young, rapidly developing organization in the Middle West.

West. The man we desire is twenty-five to thirty-five years of age; college man with agency experience preferred; energetic, industrious, versatile, and able to produce a good volume of clever, punchy, attention-compelling copy.

Kindly submit full details of personality, experience and present earnings, with samples of work.

Applications treated with strict confidence and no investigation made without permission. Address: Box 415, care of Advertising & Selling 9 E. 38th St., N. Y. C.

#### Business Opportunities

HARRY I. NEAMAN, successor to The Homewood Pharmacal Co., Pittshurgh, Pa., manufacturer of TODD'S TONIC, is in the market for small ads, not to exceed one hundred words. This tonic is seasonable the four seasons of the year, and about ten advertisements for each season are desired. Will pay fifty cents per line for those accepted. For information as to ingredients and merits of this tonic, write to the above address. above address.

## Multigraphing

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC. 120 W. 42nd St., New York City. Telephone Wis. 5483

#### Miscellaneous

#### BINDERS

Use a binder to preserve your file of Advertising and Selling copies for reference. Stiff cloth covered covers, and die-stamped in gold lettering, each holding one volume (13 issues) \$1.85 including postage. Send your check to Advertising and Selling, 9 East 38th St., New York City.



BY THE MEREDITII PUBLICATIONS, Des Moines, Iowa .- "What Farmers Eat." A valuable booklet concerning the farm market for foodstuffs. It contributes to the general knowledge needed in the merchandising of food products in rural markets, and is the result of an investigation conducted in the thirteen North Central States which are considcred to be the heart of the food producing territory of this country. The summary of this investigation supplies the merchant, the manufacturer and the advertiser with a picture of the situation in rural markets; it furnishes them with detailed information concerning conditions there; it permits them to estimate the present and future value of these districts as markets for their wares, and indicates mediums for bringing their merchandise to the attention of the farmer. Distributed free upon request.

BY THE CHILTON CLASS JOURNAL COMPANY, Philadelphia.—"Basic Facts on Automotive Distribution." Contains groups of statistics combined in a practical and useful form for the purpose of allowing the automobile market possibilities of the entire country or any zone of it to be gaged. Free upon request.

BY THE METROPOLITAN LIFE INSUR-ANCE COMPANY, New York. "Methods of Handling Salesmen's Expenses." A study of the various methods by which representative companies have successfully controlled, reduced and verified traveling expenses. A section is devoted to expenses incurred in the operation of automobiles by salesmen and charts are included in which the forms used by several companies are reproduced. Free upon request.

By D. Van Nostrand Co., New York. -"Trade-mark Profits and Protection," by Harry A. Toulmin, Jr. This is a very readable and well arranged handbook on the rules and regulations of the trade-mark law and how they may be applied to the practical affairs of business. To illustrate points, the author uses the instances and anccdotes which he found most appealing to business men in his addresses to them throughout the United States. method employed is to teach by practical example and actual instance. There is an index and large appendix. Illustrated. Price, \$4.

BY REFERENCE AND RATE SERVICE, INC., New York.—"Quarterly Book for the Foreign Language Press of America." A careful study and consolidation of the data regarding the rates and circulations of the foreign language publications. Carefuly arranged so that information concerning any foreign language publication may be readily obtained. Price \$10.00 yearly.

## "GIBBONS knows CA J. J. Gibbons Limited, Advertising Agents MONTREAL CANADA"

WINNIPEG

## THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK

0

If you want to know about our work, watch the advertising of the following:

BON AMI CONGOLEUM RUGS VALSPAR VARNISH GRINNELL SPRINKLERS McCUTCHEON LINENS PETER SCHUYLER CIGARS ANSCO CAMERAS AND FILM COLUMBIA WINDOW SHADES TARVIA DUZ MILLER TIRES WALLACE' SILVER THE DICTAPHONE BARRETT ROOFINGS NAIRN INLAID LINOLEUM COOPER HEWITT WORK-LIGHT TAVANNES WATCHES BONDED FLOORS HAVOLINE OIL NEW-SKIN

What we've done for others we can do for you.



Member of the American Association of Advertising Agencies

Member of the Audit Bureau of Circulations

Member of the National Outdoor Advertising Bureau

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## Moderation

By James M. Campbell

N a certain day in December, 1922, I was one of ten men who ate luncheon together in a private dining room in the principal hotel of a city in the Northwest.

With the exception of myself, these men were members of the local Chamber of Commerce. They had met to discuss a matter in which they and the city in which they lived were vitally interested. I attended the luncheon in the capacity of an "innocent by-stander."

At the proper time, the Secretary of the Chamber of Commerce introduced the subject which was in everybody's mind. He did a good job—that is, he told his story briefly but in sufficient detail, and he stopped when he had nothing more to say.

"Now," said he, "I should like to

"Now," said he, "I should like to know what you gentlemen have to suggest."

Soven

Seven of the gentlemen had nothing to suggest and said so in a great many words.

Finally, the Secretary turned to a man who was seated opposite him and said, "Mr. B., let's hear from you."

Mr. B., my guess is, was the oldest man in the room. And, guessing again, I should say that he had not had the benefit of a high-school, let alone a college education. Yet, in the course of a five minutes' talk he outlined a method of procedure which appealed to every man around the luncheon table. What impressed me most about his speech was the moderation of it. His manner was almost apologetic. His voice was so low that it was not always easy to hear what he said. Time and again, he hesitated as though trying to find a word that would express clearly the thought that was in his mind. Nevertheless, when he resumed his seat, I knew-and so did every man in the room-that the luncheon had been a auccess.

On my way back to the office of the man whose guest I was, I said to him, "Who is Mr. B?"

He laughed. "He is almost the only man in this city who isn't broke," he answered. "A couple of years ago, he turned everything he owned into cash—said that prices were altogether too high to last. Said, too, he was a whole lot better off than he ever expected to be. About the time he got rid of his last piece of property, values crashed. The rest of us are holding the bag. B. is on Easy Street."

"Yes?" said I. "He impressed me as being the sort of man who would not

overplay his hand."

"Right!" said my host. "That is why he is successful. When he buys a thing, he fixes the price at which he is willing to sell it. He does not make the mistake most of us make of hoisting his price every time he gets an offer that is anywhere near it. He is what you might call a man o' moderation."



THE FOUNDRY is pre-eminent. It is the only publication in the huge metal-casting industry. Ever since its first appearance 34 years ago, THE FOUNDRY has maintained this dominant position.

It has progressed with the industry. Recognized editorial merit makes The Foundry the one authority among plant executives, metallurgists, melters, molders, and patternmakers. It is used as a text book in technical schools.

Its excellence is proved by its far-reaching circulation. In the United States and Canada are 6280 foundries; in these metal-casting plants are 7289 regular subscribers to The Foundry who read it twice a month. In addition nearly 1400 copies of each number go to subscribers abroad.

"Wherever metals are cast, you'll find THE FOUNDRY"

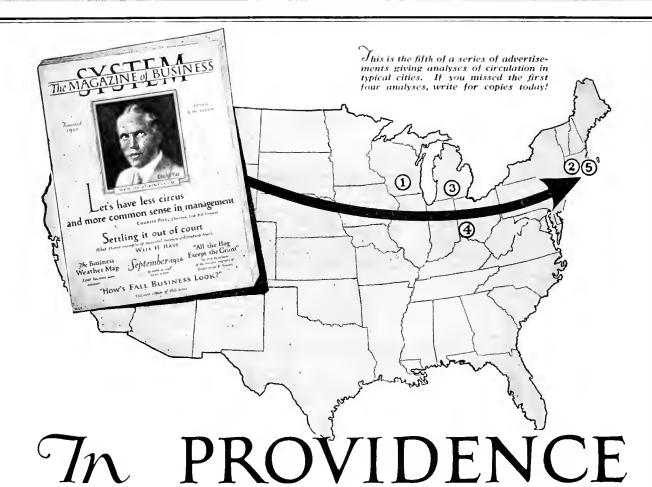
# TAE FOUNDRY

A PENTON PUBLICATION

MEMBER A. B. C. and A. B. P

Penton Building

Cleveland, Ohio



-your sales objective is New England's second largest market. Here, in the smallest State in the Union, you find the greatest diversity of industrial production. A billion dollars' worth of textiles, rubber goods, fire extinguishers, jewelry, foundry and machine products, bank supplies, telephones, paint, automobile accessories, and other articles are produced annually by 200,000 industrial workers.

Selling to this market involves three groups of executives who hold the purse-strings of business. And here in Providence—buying center of Rhode Island—85.6% of the circulation of The MAGAZINE & BUSINESS goes to members of these three groups.

PROPRIETARY		Comptrollers, Auditors and Accountancy Executives 23
Owners		Purchasing Agents
CORPORATE OFFICIALS		Sales and Advertising Managers
Presidents	139 32	Credit Managers 5 Traffic Managers 1
Vice-Presidents	33	Efficiency Engineers 1
Secretarles Bank Cashiers	27 5	Sub-total (85.6°c) 575
		OPERATING AND MISCELLANEOUS
OPERATIVE EXECUTIVES		Selling 39
General Managers and Assistant General Managers	61	Office
Superintendents and General Foremen	29	Total (100°°)

A most direct route to the buying power of Rhode Island is made available by the concentration of made business executives.

The MAGAZINE of BUSINESS



## The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference for The Editor will be glad to receive items of news for inclusion in this department for Address Advertising and Selling, Number Nine East Thirty-eighth Street, New York City



#### CHANGES IN PERSONNEL

	GIANOLS	II TIMOONILL	
Name	Former Company and Position	Now Associated With	Position
A. R. Leininger	"Liberty," New York, In Charge of New York City Div.	Same Company	Eastern Adv. Mgr.
	. "Liberty," New York, Sales Dept		City and Connecticut Div
	. "Liberty," New York, Sales Dept		ln Charge of the New York
John T. Hoyle	. Carnegie Institute of Technology, Pi burgh, Pa., Instructor of Advertise and Publishing.		Copy Chief
George B. Whitson	Rice, Stix Dry Goods Co St. Louis, Mo., Adv. Mgr.	Elmer Richards Co., Chicago	Adv. Mgr.
	Andrew Cone Gen. Adv. Agcy New York, Vice-Pres.		
F. C. Kenyon, Jr	Alfred N. Williams Co., New York Congoleum-Nairn, Inc., Phila. ,Chappelow Adv. Co., Inc., St. Louis.	George Batten Co., Inc., New York	orkAcc't Executive
Waldo Hawxhurst	Olmstead, Perrin & Leffingwell, Inc. New York	"Harper's Bazar," New York	Eastern Adv. Staff
F. E. Tracy	"Daily News," Chicago, Adv. Dept Val Blatz Brewing Co., Milwaukee	The Sterling Motor Truck Co	Adv. & Sales Pro. Mgr.
M. Dale Ogden	Humphrey Co., Kalamazoo, Mich  Adv. Mgr.	Sutherland Paper Co., Kalamazo	00Adv. Mgr.
David Lampe	The Hub, Baltimore, Md., Adv. Mgr.	Lansburgh & Bro., Washington, I	D. C.In Charge of Adv. & Sales Pro.
	.Westinghouse Union Battery Co Swissvale, Pa., Vice-Pres.		
	Westinghouse Union Battery Co Swissyale, Pa., Sales Mar.		
	Westinghouse Union Battery Co Swissyale, Pa., Ass't Sales Mgr.		
Paul S. Weil C. B. Cabaniss	The White Co., Cleveland, Ohio Frank Kiernan & Co., New York Frank Kiernan & Co., New York Nelson-Chesman, St. Louis, Acc't Executive	Albert Frank & Co., New York Albert Frank & Co., New York	In Charge of Radio AdvAcc't Executive
Norton Forgie	*Upson Co., Lockport, N. Y Sales Pro. Dept.	J. Jay Fuller, Buffalo, N. Y	Member of Staff
W. C. Sprong	"Bulletin of Pharmacy" New York Adv. Rep.	Topics Puh. Co., Inc., New York	Sales Executive Staff
Arthur A. Starin Frank W. Bowen	.Peck Adv. Agcy., New York American Telephone & Telegraph Co New York	Topics Pub. Co., Inc., New York o"Confectioners Gazette," New Yo	Service Mgr. orkClassified Adv. Mgr.
John Ryan	"The Radio Digest," New York "Confectioners Gazette"  Western Adv. Rep.	Same Company	Western Adv. Mgr.
I. B. McKinney	."Irish Confectioner." Ass't Sales Mgr .Van Name & Hills, Inc., New York . .Brenninger & Wolcott, Inc., Boston	McLain-Simpers Organization, Pl	nilaArt. Dir.
Charles A. Holcomb	Smith Endicott Co., Boston	Wolcott & Holcomb. Inc., Boston	nVice-Pres.
	Minneapolis District Mgr. General Outdoor Adv. Co	Minneapolis	
	"Times," Washington, D. C.	St Louis Mo.	
	Ass't Publisher General Motors Export Co., N. Y		
Gerald A. Carew I. Raymond Spector M. E. Goldensky Edward S. Morse	Adv. DivStory. Brooks & Finley. New York Of. The Blue Book Publishing Corp P. Music Master Corp., Phila., Adv. DeSaks-Fifth Ave., New York, Adv. DivUnion Tool Chest Co., Inc., Roches	Baltimore, Md.  Geo, B. David, Chicago Office  res. Spector & Goldensky, Phila  rt Spector & Goldensky, Phila  p. Pacific Mills, New York Office	Mgr Partner Partner Adv. and Sales Pro.
	N. Y., Mgr. of Sales Pro. Vassar Swiss Underwear Co., Chicago		
	Sales Mgr. in Chicago  Wm. Rankin Co., New York		
Frank E. Rutledge	Space Buyer Brown & Bigelow, Inc., New York Brooklyn Sales Mgr.	"New York Evening Graphic,". New York	Nat'l Adv. Dept.



## Evidence

An advertiser, using a SMART SET back cover, says: "It will interest you to know that of all the various national magazines and large metropolitan Sunday newspapers used, SMART SET led the list at the lowest cost per inquiry."

Illustrations occupied more than half the page. Gopy space was largely taken up by a list of products. I small coupon offered a "Get Aequainted" package with a little booklet at a cost of twenty-five cents.

The younger element is the buying element.

# The Minuet And the Schottische

The Minuet with its heauty and dignity, the Schottische with its curtseying and pirouettes might still be popu'ar dances if the choice had remained with the older generation. But for young people these dances were too slow. And now the Charleston, the peppiest dance of them all rapidly loses favor.

Aggressive youth has struck a new tempo. The old-fashioned girl who sat at home with her crocheting and fancy work has disappeared. Youth, coming into its own, buys freely those things that contribute to beauty, comfort, freedom and happiness.

Over half a million of these fun-loving young people read SMART SET every month. During the day they work in offices, in stores, in factories at a thousand different jobs to earn that they may spend. But night time is made for fun, for romance, for adventure. That means spending money, buying.

You will find that these are the type of people who read SMART SET. Furthermore, you can now buy a 500,000 circulation for the price of a net paid sale of 400,000 copies. This assures you of an exceedingly large circulation bonus.

Summing up, SMART SET offers you a large circulation at a low rate, made still lower by the amazing circulation bonus. And the bulk of this circulation is in the principal trading centers, your best marketing areas from which the bulk of your sales should come. But above all, SMART SET reaches—

The younger element, the buying element of today and of many tomorrows.

CMART SET

R. E. BERLIN, Business Manager 119 West 40th St., New York Chicago Office, 360 N. Michigan Ave.



## Advertising • The NEWS DIGEST • Issue of Sept. 8, 1926



#### CHANGES IN PERSONNEL (Continued)

Name	Former Company and Position	Now Associated With	Position
Frank Berry	.American Type Founders Co., New York.	.Same Company	Pres.
G. A. Beach	.Condon-Crawford Corp., Dir. of Sales	. Union Tool Chest Co., Rochester, N. Y.	.Vice-Pres. in Charge of Sales
Carl P. Penny	.The Curtis Publishing Co., Phila	The Joseph Katz Co., Baltimore Md Morning Telegraph," New York	.Executive Staff .Ass't Business Mgr.
F. W. Schultz	.Iron Age Publishing Co., New York	McGraw-Hill Catalog & Directory Co., Inc., New York	Marketing Counselor
A. C. Arnold S. E. Kiser	Eastern Adv. Rep. George Batten Co., Inc., New York Frank D. Webb Co., Baltimore Frank Seamon, Inc., New York	Aitkin-Kynett Co., Phila Edwards, Ewing & Jones, Inc., New.	Contact In Charge of Copy
H. M. McCargar	Acc't Executive . Seeley & Co., Boston, Pres B. Kuppenheimer & Co., Chicago Adv. Mgr.	Resigned	
H. McMeans	.Vassar Swiss Underwear Co., Chicago Eastern Sales Mgr.	Winship, Boit & Co	.Sales Mgr.
Robert J. Heuslein	Eastern Sales MgrPrinting Machinery Co., Indianapolis Pres. & Gen. Mgr.	Russell Ernest Baum, Indianapolis.	.In Charge of Indiana Sales Territory
Barry N. Collins	.Oldham & Farnham Co., Minneapolis Vice-Pres. & Mgr.	Tribune Job Printing Co	Sales Staff
Elmer W. Leach	. Champion Animal Food Co., Minneapolis Sales Mgr.	Same Company	.Vice-Pres.
J. F. Koch	. Champion Animal Food Co., Minneapolis Ass't Sales Mgr.	s.Same Company	.Sales Mgr.
C. A. Darling	."Radio Manufacturers Monthly," Chicago, Business Mgr.	.Same Company	.Gen. Mgr.
	.Wentworth Adv. Service, Minneapolis Sales Rep.		
Fred'k D. Montgomery Frank J. Bersbach	Sales Rep.  Manz Corp., Chicago, Sec'y  Manz Corp., Chicago, Vice-Pres	Same Company	PresGen. Mgr. and Executive Vice-Pres.
Kay M. Grier	.Manz Corp., Chicago, Vice-Pres	Same Company	.Ass't to Pres.
Howard Quinn	."American," Chicago	.Same Company	.Direct Mail Division
C. H. Sanborn	Russell-Miller Milling Co., Minneapolis Gen. Sales Mgr.	Same Company	Vice-Pres. in Charge of Sales
	.Emil Brisacher & Staff, San Francisco .Harry L. Hussman Refrigerator Co.,		.Plan and Copy Executive

#### CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
The Foxboro Co., Inc	Mountain Lake, N. J Forest Hills, L. I Bound Brook, N. J Medford Hillside, Mass Foxboro, Mass. Milwaukee, Wis. Cleveland New York Buffalo, N. Y Framingham, Mass.	Real Estate Real Estate Lithographing Process Radios Recording Instruments Playground Apparatus Sewing Machines Ball Gum Vending Machines Glass Coffee Urn Paper Products	. Albert Frank & Co., New York . Wilson & Bristol, New York . Wilson & Bristol, New York . Campbell-Ewald, Cincinnati Office . Wolcott & Holcomb, Inc., Boston . Editorial Service Co., Milwankee . John S. King Co., Cleveland . The Evander Co., New York
American Radio Hardware Co	New York	Radio Hardware Ap	. The Evander Co., New York
The Wayco Oil Corp The Hannan Real Estate Exchange. The Visometer Corp. Stylemor Shirt Co Eifel Flash Sales Corp.	. Detroit . Detroit . Long Island City, N. Y . Chicago	paratusGasoline DistributorsReal Estate"Visometer" TubesShirts	The Warner Co., Detroit The Warner Co., Detroit United Adv. Agcy., New York C. E. Brinckerhoff, Chicago



IN RECOGNITION

PRINTERS realize that exceptionally good paper is a prerequisite of exceptionally good—*impressive*—printing. Experienced creators of advertising realize it also.

To encourage the production of more impressive printing and direct advertising, the Cantine Awards were inaugurated some three years ago. Every three months, two-color, steel-engraved certificates are presented to the writer and printer of the best work done on a Cantine coated paper. In addition, the winning work is featured in our national advertising.

Competition of this kind has given many an example of unusual printing and advertising ability—and its producers—the valuable recognition they deserve.

The current contest closes December 30th. Between now and then, enter at least one example of your work. Details and sample papers sent on request. The Martin Cantine Company, Dept. 328, Saugerties, N. Y.

# Cantine's

COATED

CANFOLD

**ASHOKAN** 

Esopus

VELVETONE

**LITHO C.1 S** 



## Advertising • The NEWS DIGEST • Issue of Sept. 8, 1926



#### CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Address	Product	Now Advertising Through
The Kent Hatcheries	Chicago Kent, Wash. Seattle Brooklyn, N. Y. Pittsburgh, Pa. Mankato, Minn. St. Paul, Minn.	"Erla" Radios"Skookum" ChicksLumberInsuranceMirrorsMachineryAuto AccessoriesSafety Razor Blade	Green, Fulton, Cunningham Co., Chicago Arnold-Kraft, Inc., Seattle Arnold-Kraft, Inc., Seattle Harold D. Menken Agency, New York Ketchum, MacLeod & Grove, Inc., Pittsburgh Adv. Corp., Minneapolis, Minn. Adv. Corp., Minneapolis, Minn.
The Employer's Group	Boston	Sharpeners . Insurance	o-Albert Frank & Co., New York
Robert Leonard Co. Winefrede Coal Co. Johnson Nut Co. Fairfield Hatchery Shere Metal Products Co. Pacific Manifolding Book Co. American MonoRail Co.	Boston New York Minneapolis Lancaster, Ohio Oakland, Cal Oakland, Cal Cleveland	"Nokol" Oil Burners. Leather Specialties Coal Salted Nuts Ilatchery Auto Greasing Appliance Sales Books Overhead Conveying System	Green, Fulton, Cunningham Co., Inc., Chicago Chambers & Wiswell, Inc., Boston The Caples Co., New York W. Warren Anderson, Minneapolis Frank B. White Co., Chicago e. K. L. Hamman, Inc., Oakland, Cal. K. L. Hamman, Inc., Oakland, Cal. Oliver M. Byerly, Cleveland
California Fig-Nut Co. Mortgage Insurance Corp. Sanka Coffee Corp. Insulite Co.	Los Angeles, Cal New York	Bonds "Sanka" Coffee	Henry E. Millar Co., Los Angeles, Cal. Henry E. Millar Co., Los Angeles, Cal. George Batten Co., New York Fred M. Randall Co., Chicago
Bendfelt Ice Cream Co.  Merrimac Mills  Modern Kitchens, Inc.  The Parsons Paper Co.  George R. Swart & Co.	Methuen, Mass. New York Holyoke, Mass. New York	lce Cream	The Arthur Hirshon Co., Inc., New York The Arthur Hirshon Co., Inc., New York Aiax Adv. Agev., Inc., New York
The Industrial Alcohol Mfr.'s Ass'n Mendelsohn Cigar Co	New York	Alcohol	Richardson-Briggs Co., Cleveland

### **NEW PUBLICATIONS**

Name		Published by	Address	First Issue	Issuance	Page Type Size
"Money	Making"	.The Consrad Co	53 Park Pl., New York	October	.Monthly	8x51/ <sub>6</sub>

## NEW ADVERTISING AGENCIES AND SERVICES, ETC.

Morris-Jones & Stuart512 Fifth Ave., New York
Gene I. Krause—Advertising 138 Watts St., New York
Spector & GoldenskyPhiladelphia
The Evander Co
The Manuel Lustrolite CoMinneapolis
Harrison-Tobias, Inc242 W. 55th St., New York

#### PUBLICATION CHANGES AND APPOINTMENTS

"Daily Courier of the Oranges and Maplewood" Appoints the New Jersey Newspapers, Inc., New York, as its National Advertising
Representative
The Publishing Co. of the Oranges and Has been organized to take over the stock of the Courier Publishing Co. of the
Maplewood Uranges.
"Daily News," Passaic, N. J
"Express," Easton, Pa
Popular Health Publishing Co
"The Western Farmer" Has ceased publication. Its subscription lists and good will have been taken over by
"The Washington Farmer," "The Idaho Farmer" and "The Oregon Farmer"
"Tropical News" Ft. Myers, Fla
ing Representative.





# GOTHAM

## Incomparable

When early manufacturing processes reached that stage of development when they were carried on by separate classes of individuals these groups began to take a definite pride in the quality of their work and to place upon it some symbol which designated it as their own.

We, too, take a definite pride in the quality of our work and on every engraving that comes from our plant—plate, block and proof—you will find the word Gotham. It is both a symbol of our confidence in it and a pledge to redeem it should it be unsatisfactory.

If ever our work should not be commensurate with your standards, you have before you, in our name, a reminder of our full responsibility for its shortcomings. When the work pleases you—and we are confident that it will be a rare instance when it does not—you have before you a reminder that Gotham has served you efficiently and well. Our name on your work is at once a contract and a guarantee.

We should appreciate an opportunity to acquaint you with the character of the work which bears this stamp.

## The GOTHAM PHOTO-ENGRAVING CO., Inc.

229 West 28th Street

New York City

Telephone: Longacre 3595







## Advertising • The NEWS DIGEST • Issue of Sept. 8, 1926



## PUBLICATION CHANGES AND APPOINTMENTS (Continued)

#### **MISCELLANEOUS**

#### CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc. Business From

Name	Business	From	Γο	
			t., Indianapolis518 No. Delaware St.,	
Walter Koeh	. Advertising Agen	iey I Madison Avenue	e, New York20 W. 15th St., New `	York
Thomas E. Basham Co	. Advertising Ager	ncy Inter Southern Bl	dg Our Home Life Bldg	, Louisville
		Louisville, Kv.		
The Caples Co. (Florida Office)	.Advertising Agen	cy1704 Grand Centra	al Ave., Tampa, .The First National	Bank Bldg.,
		Fla.	Tampa	

### CONVENTION CALENDAR

Organization	Place	Meeting	Date
Thirteenth Annual National Business.			
Financial Advertsers Ass'n	Detroit (Statler Hotel)	Annual	Sept. 20-24
National Publishers Ass'n	Shawnee-on Delaware, Pa. (	Buckwood Inn) . Annual	Sept. 21-23
Art-in-Trades Club	New York (Waldorf Astori	a Hotel)Annual	Sept. 28-Oct. 27
			(Exeept Sundays)
Window Display Adv. Ass'n	New York (Pennsylvania l	Hotel)Annual	
British Advertising Convention	Manchester, England	Annual	Oct. 6
(Manufacturers Session)			
The Seventh District Convention of	Tulsa, Okla	Annual	Oct. 10-12
the International Advertising Ass'n			
The Eighth District Convention of	Minneapolis, Minn. (New N	lieolett Hotel)Annual	Oct. II-I2
the International Advertising Ass'n			
American Management Ass'n			
Outdoor Adv. Ass'n of America	Atlanta, Ga. (Biltmore Hot	eI)Annual	Oct. 18-22
(Posters & Painted Bulletins)		_	
Direct Mail Adv. Ass'n (International)	Detroit (New Masonie Ten	nple)Annual	Oct. 20-22
Audit Burean of Circulations	Chicago (Hotel La Salle).	Annual	Oct. 21-22
Tenth District Convention of	Beaumont, Texas	Annual	
the International Advertising Ass'n			
American Ass'n Adv. Agencies			
Ass'n of National Advertisers, Inc	, , ^tlantie City (Hotel Amba	ssador)Annual	Nov. 8-10
Associated Business Papers, Inc	Now York (Hotel Astor)	Annual	Nov. 8-10
International Adv. Ass'n	Denver, Colo		June 5-10, 1927

#### **DEATHS**

Name	Pasitian	Company		Date
Robert	Froh	Arnold	Joerns Co., Inc., Chicago	
Walter	S. Marson	gr "Star."	Montreal, Can	Aug. 27, 1926
William	Reimer	zr The C	aterer & Hotel Proprietor's Gazette	"Aug. 29, 1926
		Vor	Vorle	

...... The Business Survey of The Chie go Tribune from the on this page highlights and minusiae of sone marketing, the Chicago Territory, and of The Chicago Tribune.

## From th

"We are here of any when, overnie" to a present out of and the order may all others, yet we conder all yet letters me. plans we used yesterday will not work today."

N EW ideas must ever burgle their way in. Transatlantic liners adopted the Diesel engine as a substitute for the steam engine. Bookings fell off. People refused to travel on vessels without those familiar signs of powerthe funnels.

To compete with steamers, the oil-burning ships were equipped with two huge and useless smokestacks G. Lynn Sumner who delivered the remark quoted above, would relish that.

It seems a common failing to accept as the only procedure, methods that now have only tradition to recommend them.

### The Plimpsoll Mark

IF five markets can consume with reasonable cultivation all the merchandise which a manufacturer can produce, there seems to be little need to seek others save with an eye to the future and with a plan of progressive cultivation. If one or two territories show the maximum profit and the Plimpsoll mark in volume at the smallest cost, marketing is simplified and distribution is relieved of many hazards and burdens,

Such markets do exist. Foremost among them is Zone 7—those five states of Illinois, Indiana, Iowa, Michigan and Wisconsin. Combining in exceptional manner, industry and agriculture they offer the manufacturer a rich field for immediate and continuous devel-

### II. R. Hotchlin is agin NATIONAL*ITIS*

tou!

"Most salesmanagers look upon their thickly tacked distribution maps with large chortles of joy. With their heeks on the glass tops of their mahogany desks, and amid clouds of pungent smoke from their flavana perfectos or imperials, they lean back in their chairs to indulge the pipe-dream of a job well done, hecause the map on the wall now looks like a sheet of sticky fly paper on a humid August afternoon. In no part of their dream-picture is there any suggestion that those multitudinous thair mark the spots where salesmen need not go again, until the stor's present ample stocks of the manufacturer's goods are sold to the consumers. Nowherein that beautifuldreamisthere any realization that half of those thumb-tacks inevitably mark the locations of stores that are stuck with goods that are glued down in shelves and stock-rooms as hopelessly as are the flies on the goocer's sticky paper. That rosy dream shows no darkened shadow at the point where a dealer is stuck, and a manufacturer's outfet is plugged up tight -perhaps for all time."

W. R. HOTCHKIN in "Meericked and Selling" "Most salesmanagers look upon their

W. R. HOTCHKIN in "Advertising and Seffing."



opment. In this small, compact area is onefifth of the buying power and the buying of America.

If you are not getting at least one-fifth of your national total sales from Zone 7, then you need to go over your sales plans. On practically all figures of production, distribution and resources, Zone 7 has one-lifth of the national total. As it produces, so it consumes, For in this area are 18.6', of the nation's families, 22', of the country's manufactured products, 18.1', of the crop production, 23', of the bank debits, 20.7%, of the income tax returns, 19.3% of the national wealth, and 21' of the homes in America.

## Simplification

"This contemplates a comparatively new application of the theory of simplification in distribution economies. Heretofore, it has been in stocks of merchandise that simplification has been applied; but important economies have been found possible by applying the theory to the number of customers and to the area of sales' territory. For example, in one instance nine-tenths of a manufacturer's business was done with one-half of his customers; and the cost of doing business with the other half was entirely our of proportion to the rotal costs. The same rule is found to apply to territory served. An accurate analysis of these factors would be of immeasurable benefit to manufacturers in determining the particular customers and the limits of territory which can be served conomically."

-Commuter of "INPINSI OF DOING BUSINESS" NATIONAL DISTRIBUTION CONFIRENCE.

FRANK PRESERVY was talking before a newspaper advertising staff, "The column of our price that he said, "hand, it turned from the many remains and monature to the paper leaves the many paper per period with a continuate and one of the "Williams of the said saids and not make to more purchases."

The Gambill Motor Company, distributors of Hupmobile cars in the Chicago territory, subscribe heartily to that judement. November and December are usually slack months

Burgling ... Funnels ... Simplification ... Nationalitis, ... The Plimpsoll Mark. ... Matters of Mere Publicity . . . . . "The Sundial of a Favored Territory"..... Lifts

in the automobile trade. Some executives might slow down selling activity as a result. But, instead of cutting their advertising, Hupmobile decided to increase it and to use full page advertisements in The Chicago Tribune.

Two fiell pages and a half page were run in November 1925. Three full pages were run in December. Results were immediate. From \$487,819, the volume for the same two months in the previous year, sales rose to \$1,091,869. In increase of \$604,050—123° [.].

Let a Tribune salesman tell you how it was I lone and how you can build profits here also.

THE TRIBUNE TOWN Ristheupthrust evidence of territorial virility, the vigorous symbol of promise and fertility of the Chicago Market. Rearing out of what was once a swamp by an inland lake, it marks a significant market. A local institution, bursting through traditions by its enterprise and energy, summarizes in unique manner the prosperity of the territory.

The dominance of the circulation of The Chicago Tribune is a memorable conquest of five states. It is by invitation. Blood relationship is the quiddity of it. An alliance of interests engenders a reciprocal nepotism.

The shaft of steel and stone and light is the spirit of the territory and the proof of its parentage. The Tribune Tower is a testimonial to the prosperity of The Chicago Territory. It is built from the dollars of the people; it is the fruit of the spirit and sweat and energy and well-being of the people whom The Tribune serves, of the people who support The Tribune. It is the sun-dial of a favored territory, showing in the bright light the early hours of success. It is the creation of unusually fortunate circumstances, representing the prosperity and economic growth, the cuirent culture, the actualized aspirations and standards of The Tribune's audi-

There is more than hushed beauty in its lines. In them are the reflection of the busy millions who read it, buy through it and and through their wellbeing endow The Tribune with leaping power.

The unsuspecting dealer who stocks up on some advertising representations must later feet like the guest in an European hotel, which provides elecator service to take him upstairs but expects him to walk down.

Por Toop

#### **FORTNIGHTLY** PUBLISHED



Courtesy French Line

SEPTEMBER 22, 1926

15 CENTS A COPY

"How Freight Rates Determine Markets" By Albert H. Meredith; "Don't Hide Behind the Rule of Thumb" By WALTER F. WYMAN; "Golf vs. Advertising" By Kenneth M. Goode; "What of the Motor Boat?" By WILLIAM F. CROSBY; "How the Warehouse Speeds Up Deliveries" By H. A. HARING

# Thanks for This Increased Business/



The advertisers of America in the first eight months of 1926 expressed most emphatically their confidence in the broad advertising and selling influence of The Chicago Daily News.

Compared with the immense volume of advertising in the same period of 1925—greater than that of any other Chicago daily paper, as is also the case in the present year—The Daily News recorded gains that demonstrate with a new emphasis the productiveness of advertising in Chicago's family newspaper. These increases are shown in the following divisions of display advertising:

## Display Advertising Gains of the Chicago Daily News in the First Eight Months of 1926

(	Gain, Agate Lines	
Department Store Advertising.	394,351—or	-9.6~%
All Local Display Advertising.	986,929or	12.2 %
National Display Advertising	182,947—or	9.87%
Total Display Advertising	1,169,876—or	11.8 %

The Daily News is deeply appreciative of the preference shown by advertisers in the use of its columns. There is every promise of extraordinarily good business in Chicago throughout the coming fall and winter. To all who do business in the Chicago market this means increasingly great opportunities through continued advertising in

Advertising Representatives: NEW YORK J. B. Woodward 110 E. 42d St. DETROIT Woodward & Kelly Fine Arts Building CHICAGO
Woodward & Kelly
360 N. Michigan Ave.
SAN FRANCISCO
C. Go., Krogness
253 First National Bank Bldg.

## Everybody's Business

## By Floyd W. Parsons

T is a mighty good thing once in a while for a fellow to isolate himself in his office and sit down to the task of making a careful study of all the available facts concerning the business and industrial situation. It is not enough to follow the conclusions of a single economist or statistical organization, for so many of these prophets are often wrong. Frequently, some qualified student of economic conditions takes a position on the side of pessimism, and in order to be consistent, he must continue in his stand until his forecasts are realized, no matter if months and years intervene.

As I glance through the reviews before me, I find that the reports of the leading economic services such as Babson and Brookmire are continuing to preach

the gospel of caution. They have been generally against the purchase of stocks for quite a long time and are advising that money either be kept liquid or invested in high-grade notes and bonds. The followers of this advice have not made much money in recent months out of their security investments, but they will doubtless find themselves marching with the army of the elect in due course of time if they continue to exercise patience and stick to their positions.

Sometimes I wonder if patience isn't the chief factor responsible for the success of most people. Surely, this is true in the matter of accumulated wealth. Seldom, indeed, does anyone win a fortune out of grabbing small profits. It is the long turns that bring the worth-while gains.

The fellow who can make five per cent on his money in safe and conservative bonds for a couple of years, and then make fifty per cent or better every third or fourth year by being prepared and taking advantage of a major reaction, is managing to get a gratifying average return on his investment. The big question right now in the minds of many people concerns the probability of a slowing down in the current rate of industrial activity.

The advice supplied by the average brokerage house is practically worthless to the businessman because it is governed too largely by day-to-day happenings. The point of view is too close. Like the fellow glaring at a ticker tape, optimism is rampant when things are going up, and pessimism occupies the driver's seat when the trend of prices is downward. I have a collection of forecasts from our leading investment houses covering a period of about ten years, and a careful examination of these advices shows that their percentage rating is



very low in the matter of accuracy. Therefore, let us count them out.

A great many industrial leaders are in the habit of giving out interviews covering the future of business, and a lot of people are guided by these effusions. The fact is that nine of these interviews out of ten are optimistic, with or without cause. these men would care to take upon themselves the responsibility of predicting a trade depression. They feel it their duty to support confidence rather than to destroy it. As a guide for our actions, these interviews, as well as those of self - interested politicians are also practically worthless.

We must depend upon the independent economic services and the statisticians of leading financial institu-

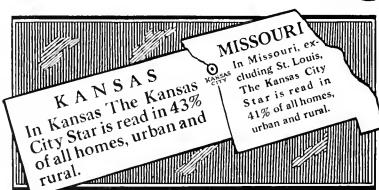
tions for help in the matter. The fellows making a profession of business analysis are jealous of their reputations for accuracy. They do not always hit it right in their conclusions, but they do make it possible for a person to line up the important factors and then use this information to draw his own conclusions. This is the safest plan, for then if we are wrong, we can blame nobody but ourselves.

If those having power would use their strength to prevent excessive speculation in the stock market and excesses in the field of credit extension, there would be no depressions in this country unless we were confronted by a calamity of nature. When the stock market took such a headlong plunge downward last spring, pessimism became widespread, purchases were drastically curtailed, and we were headed for a serious slump in business and industry. The reaction in security prices was stopped, the market improved, and optimism rapidly took the place of pessimism. If the gamblers had not been forced to retreat, we would now be in the midst of an era of business distress and unemployment.

Speculation today is the worst threat to American industry. We are not perfect in our government, in our banking practices, or in our exercise of human nature, but I believe that even these important things are relatively minor factors in determining the trend of business when compared with the evils of unrestricted gambling in the stocks of hundreds of American corporations.

Notwithstanding all declarations to the contrary, 1 find myself unable to dismiss the thought that business very often is more influenced by the stock market than the latter is by business.

me Whale of a Buy



# 911,000 Circulation ~ \$1.35 a Line

## 25% Discount

DAILY STAR AND WEEKLY STAR COMBINATION 911,000 Circulation

Open Rate, per line\$	31.5334
Quarter Pages (532 lines), per	
line	1.443%
Full Pages (2,128 lines), per	
line	1.35

#### SUNDAY STAR and WEEKLY STAR COMBINATION 700,000 Circulation

Open Rate, per	line	 \$	1.3534
Quarter Pages, 1	per line	 	$1.263_{8}$
Full Pages, ner l	ine		1.17



HAT is the new discount rate for advertising in The Kaosas City Star and The Weekly Kaosas City Star. Five Hundred Thousand daily circulation and Four Hundred Thousand circulation in The Weekly Star.

Total circulation more than 911,000—and headed straight for the million mark!

See the complete table of rates for the Daily and Weekly Star and Sunday and Weekly Star in column to the left.

Here is the lowest daily newspaper rate in the world combined with the lowest farm paper rate in the world—less a special discount of 25%!

Here is a territory which produces three thousand million dollars annually in basic wealth—from the soil wheat, corn, cattle, hogs, sheep, oil, lead, zinc. The richest producing territory in the world! Three thousand million dollars' spending power every year!

The Kansas City Star—Daily and Weekly or Sunday and Weekly—reaches more than 42% of all the families both urban and rural in Kansas and Missouri, exclusive of St. Louis.

Here is the only city and trade territory between the Atlantic and Pacific where both the urban and rural market—the complete morket—can be covered adequately at a low daily newspaper rate!

Would you like to know more about this three thousand million dollar market? Would you like to know how many dealers there are in every town and county who should sell your product?

Write today for The Kansas City Star's Market Survey. It will be sent free of charge and postpaid.

## THE KANSAS CITY STAR.

The Meekly Kansas City Star.

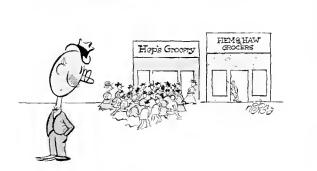
New York Office, 15 East 40th St.

Chicago Office, 1418 Century Bldg.

## Life presents ...

## Andy Consumer

Reproduced from a full page in LIFE



## THOUSANDS OF DOLLARS' WORTH OF GOOD WILL—FREE

J'EVER stop to think how any little grocery or drug store in lpecae, Indiana, or anywhere, can be a national institution, for nothing, if it wants to?

It can take advantage—free—of all the advertising of all the advertised goods in all the magazines and newspapers if it wants to

(Sometimes 1 almost get enthusiastic about national advertising )

It (the little store) can plug in on all this never-ending supply of good will, just by stocking up on advertised brands

Mr Hep, my grocer has done it His store is a speedy place People flock it full because they know about the things he has to sell They can call their shots. His clerks are busy every minute. His rent is no white elephant. His turnover is like lightning. Hep has had sense enough to let his store take free advertising.

Hem & Haw, Grocers, next door, don't believe in advertised brands. Their clerks have to explain everything they sell. Their store is idle half the time. But clerk hire and rent are the same as Hep's. I give Hem & Haw six months.

Yes, sir, sometimes I think advertising is all right

Andy Consumer

THE NATIONAL ADVERTISER SETS HIS
ADVERTISING MONEY THAT HIS PRODUCT IS RIGHT

Retail stores have heard it before, but never mind. Those which sell nationally advertised goods may have forgotten one of the reasons for their prosperity. Andy here reminds 'em. Any little nook of a store, these days, can be national for the asking. It can carry goods good enough to have won the approval of millions of people.

ANDY Consumer admits his love letters to advertising are old stuff. You fellers know the line. All Andy claims is reiteration.

All Andy hopes is to help jell some of the good-will created by national advertising. He tells the public that advertising ain't its enemy. He tells dealers that national advertising is superpower with which they can wire their stores free.

Of course Andy knows that nearly everybody knows nearly all these things already, but he figures a little repetition won't hurt.

Andy's only axe grind in thus saving the national advertising situation, is to show Life's appreciation of the \$15,000,000 national advertisers have invested in Life space.

A NDY CONSUMER'S talks on advertising are published in pamphlet form. If you can distribute copies to salesmen, dealers or customers, LIFE will gladly furnish, at cost, reprints or plates of this series.

L

127 Federal Street BOSTON, MASS. 1

598 Madison Avenue NEW YORK, N. Y.



e

360 N. Michigan Avenue CHICAGO, ILL.

# Did You Receive a Copy of This Booklet?



You know that people like new things and in the new McClure's readers get a new viewpoint that is refreshingly different. A large number of people, that increases every month, enjoy McClure's new, romantic fiction.

And, simultaneously, the advertising lineage increases with each issue = conclusive proof that McClure's readers possess a buying urge which you may easily and economically turn to your advantage.

IN this little book, "The Old Woman Is Jealous," you will find a vivid short story which appeared in the September McClure's.

A copy of it has been sent to our entire list of Advertisers and Agencies, but if you fail to receive one, we will gladly send you a copy if you will let us know.

We hope that you will enjoy reading this story for McClure's growing popularity proves that readers enjoy this type of romantic fiction.

Realizing that the editorial policy of any magazine has a tremendous effect upon its advertising value, and knowing that you are very busy, we are reprinting a series of these stories, this being the first, so that you may more easily judge McClure's editorial value. This one will take but ten or fifteen minutes for you to read—on the train or in some leisure moment.

Mr. Hughes, the author, is a McClure's discovery. Just as in the past McClure's discovered O. Henry, Jack London, Rex Beach, Booth Tarkington and others of like fame, so are we now continuing as "The Columbus of Writing Talent." Judging by this story we are finding new story-tellers of promise.

# The Magazine of Romance

R. E. BERLIN, Business Manager
119 West 40th St., New York
Chicago Office, 360 N. Michigan Ave.

THINK what The New Yorker can do for you in New York!

It offers you—every week—a circulation of nearly 50,000 copies, approximately 40,000 of them in the Metropolitan District.

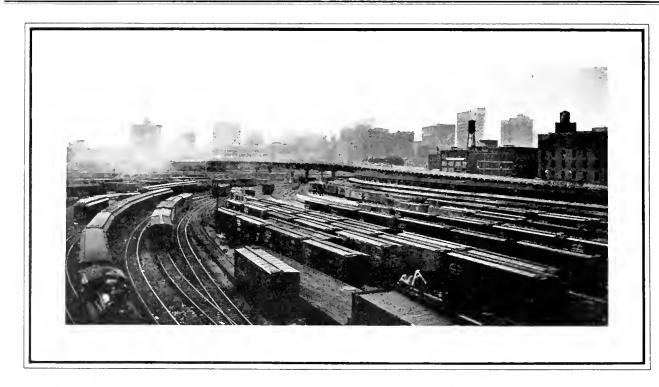
Used weekly, it offers you in the course of a month nearly 200,000 page units of advertising to fill in your advertising in the metropolitan market.

Here, in New York, where there is 8 per cent of the nation's population, but more than 20 per cent of its purchasing power, your national magazines offer you only approximately 8 per cent of their total distribution.

Think what 200,000 additional pages of advertising monthly can do for you in New York!

# NEW YORKER

25 West 45th Street, New York



## Distribution City

From the beginning, Transportation has been the keynote of Atlanta's growth. Railroad surveyors, choosing the point where the traffic lanes from East and Mid-West might meet with the easiest gradients, drove a stake. The village of Terminus, which grew up around that stake, has become the metropolis which is Atlanta.

Fifteen lines of eight great railroad systems now radiate from here, serving overnight a market of more than 12 million people—the tremendous traffic originating here keeps the rails shiny. A semi-circle of active ports close by, supplies further distribution facilities. An airport, already actively in service, adds the final touch.

Atlanta has come to be known as the Distribution Center of the South. More than 600 nationally known concerns, attracted by the un-

surpassed Transportation facilities and other vital factors, have chosen Atlanta above all other cities as Southern headquarters.

On the ground—observing the fundamental production economies available because of savings in such important factors as Labor, Power, Taxes, Raw Materials and many others, these great producers are expanding sales offices into branch factories—to serve the amazingly rich Southern market—the fastest growing market in America.

The facts which brought about this great march of Industry to Atlanta will be laid before you, directly applied to your business, in the form of a special, confidential Survey, upon your request.

All correspondence strictly confidential.

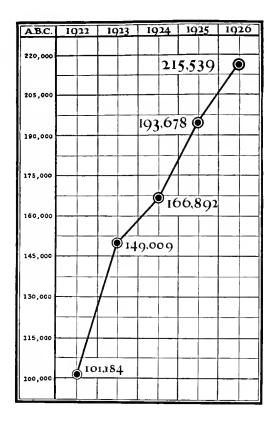
Write to

INDUSTRIAL BUREAU
2039 Chamber of Commerce





Send for Your Copy of this interesting booklet on Atlanta's importance to your business.



## Judge is going ahead

These new rates will apply to all advertising not covered by a formal order before November first.

Line		(	\$	2
Column				285
Page				850
Color Page,	2	colors	1	,200
Inside Covers,	2	"	1	,200
Inside Covers,	4	"	1	,400
Back Cover, 2, 3, or	4	"	1	.750

# Judge

Management of

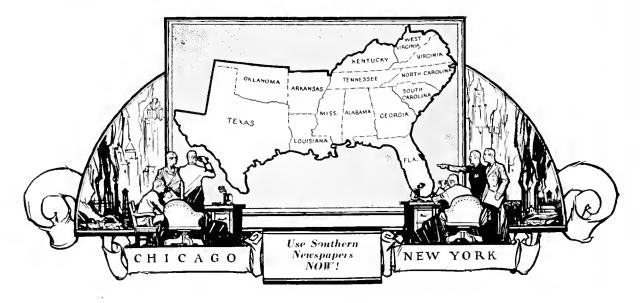
E. R. Crowe & Company, Inc.

New York

Established 1922

Chicago

# American Business RE-DISCOVERS the ADVANCING SOUTH



POPULATION and Prosperity are trending Southward.

Business, ever alert to steady, significant mass-movements, is nowadays looking below the Mason-Dixon line for its greatest Gains.

The impetus has but begun. The relatively great strides already made will be looked upon during the next few years as "low level" figures.

This is not a "boom" condition—emphatically not! It is the logical, inevitable, response to a fundamental sectional supremacy that, frankly, has been a bit slow in gaining recognition.

The South is solid! It acts and reacts a little cautiously, perhaps, but when it moves it "stays put."

Its ascendancy, then, has been gradual—not hectic—and having its foundation in Soil superiority will live on forever.

The South has just started upward!

In the area pictured above live 31,193,840 people.

As a group, they are more prosperous today than ever before. Their future outlook is brighter than that which faces the citizenry in any other section of the country.

Manufacturers, sales managers, business economists, advertising agents—students of the flow of merchandise—this is the time to tell the South—and sell the South.

Advertising in Southern Newspapers moves the bulk of merchandise sold in this section. Southerners take their newspapers seriously, read them thoroughly and respond to their appeal.

Capable space-buyers have long realized that the most effective and cheapest method of reaching the majority of Southern buyers is **through the newspapers**.

The combined circulations in these Southern States, for example, of the outputs of two of the largest magazine publishing houses is slightly over a million and a half.

The combined **newspaper** circulations in this same area reaches

**one out of every six persons;** there is practically a newspaper in every home.

Sales prospects are perhaps more easily reachable in the South than in any other section of the nation. Not alone is it easy to get to prospects; but advertising space is relatively low-priced.

You can cover the entire South with a smaller outlay than would be required to reach any other area of like population, and when once sold, we repeat, the South stays sold.

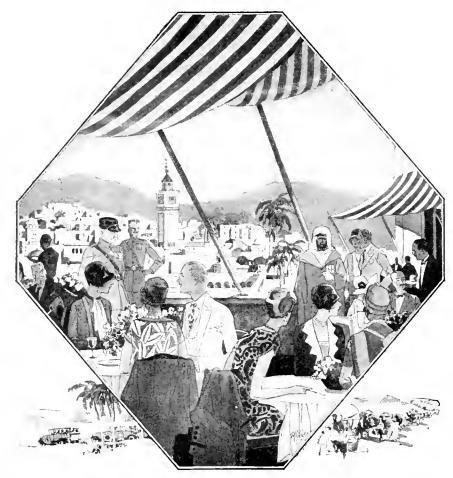
Southern publishers are ever alert to aid manufacturers and advertisers in obtaining adequate distribution to justify advertising investments. Correspondence to that end is invited.

Place your Fall and Winter campaigns so as to gain and grow with the South. Ask any recognized Advertising Agency for facts and figures.

For General Information, Write

Cranston Williams, Manager SOUTHERN NEWSPAPER PUBLISHERS' ASSN. Box 468, Chattanooga, Tenn.

## Sell The South Thru SOUTHERN NEWSPAPERS



## Winter in the Perpetual Sunshine of North Africa

Terraces and towers, mosques and minarets....ancient splendors and modern travel luxuries....only nine days from New York

Are you looking for a place that is smart... uncrowded ... different ... as well as restful and warm in winter months? It is North Africa... the meeting place of the cosmopolitan ... just across the Mediterranean from the Riviera. Magic cities are held together by over three thousand miles of macadam highways. Crumbling beauty is beheld from luxurious automobiles ... with specially constructed six-twin wheeled Renault cars for the desert trips. And excellent accommodations are found in the 31 famous Transatlantique hotels.

Fifty-seven day de Luxe itinerary in this tropical playground...includes the crossing of the Mediterranean, a private automobile and all hotel expenses ... \$1450. Or a thirteen day trip for \$120.

The mystery of Morocco... the vivid color of Algeria.. the ancient beauty of Tunisia... all lie at the other end of "the longest gangplank in the world." And the whole tour is planned for your comfort and enjoyment... beginning with the six days of unexcelled service and cuisine on the de Luxe Paris or France, the French Liners that go first to Plymouth, England... then Havre.

Or perhaps you will sail on a Inxurious One-Class Cabin Liner, the De Grasse, Rochambeau, La Savoie or Suffren, that goes direct to Havre, the port of Paris. No transferring to tenders. The gangplank leads to the waiting train. In three hours . . . Paris. Overnight . . . the Riviera. Just a day across the Mediterranean . . . North Africa.

# French Line

INFORMATION FROM ANY FRENCH LINE AGENT OR TOURIST OFFICE, OR WRITE DIRECT TO

19 STATE STREET, NEW YORK CITY

1

## If You Could See Yourself Through Their Eyes!

"If you could see yourself through your customers' eyes you might get an eyeful," announced Henry Dexter Woodruff in a cryptic tone to his corner of the club. He shifted his cigar neatly to the other side of his face.

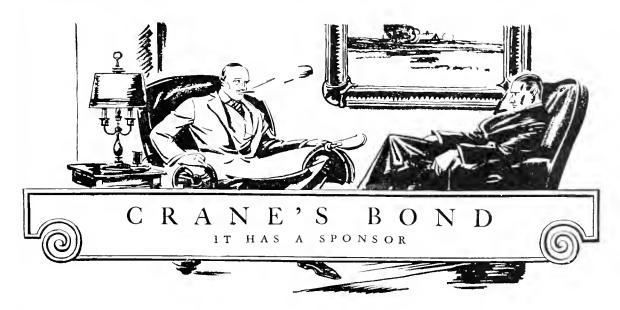
"Take our experience, for instance," he continued. "Under the old management our company had the world's worst letterhead. And if it wasn't the cheapest it wasn't because we didn't try for that honor.

"You wouldn't know the old letterhead now," he added thoughtfully.

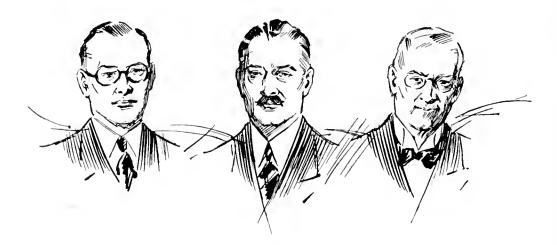
\* \* \* \*

The old way of fixing the price on letter paper first is essentially wrong and back-handed. The more progressive business executives who govern purchasing tend today to shift the emphasis from what they pay to what they get for their money.

A great number of banks and large industrial corporations have put their official stationery upon Crane's Bond. And because of its known association with the largest banks, investment houses, railroads, and industrial companies Crane's Bond lends increasing prestige to those businesses which adopt it • The next time you need stationery, checks, invoices, or statement forms, ask for estimates and sample sheets of Crane's Bond No. 29, with envelopes to match.



CRANE & COMPANY, INC. DALTON, MASSACHUSETTS



# Like Cream—The Richest Buying Power Is On Top

It's the captains of industry—the cream of the Nation's buying power, whose ability to purchase is limited only by personal choice.

## THE ATLANTIC MONTHLY

—Premier magazine in the monthly field, has the confidence of more than 110,000 of these bankers, home owners, business executives, financiers, investors, owners of high and medium priced motor cars; in short a select group of those successful men who possess the purchasing power to make their desires realities.

This is a tangibly responsive market. Why not reach the highest percentage of buying power with the least waste circulation?

May We Give You Further Particulars?

## THE ATLANTIC MONTHLY

A Quality Group Magazine

8 ARLINGTON STREET

BOSTON, MASS.

Rebate-backed, guaranteed circulation, 110,000 A. B. C.

# Advertising & Selling

VOLUME SEVEN—NUMBER ELEVEN

September 22, 1926

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T is still on the freight car and the railroad track that a great deal of commerce must depend for transportation of goods and materials, and so long as this is so, markets will continue to be largely determined by the "one most complicated element in our commerce." In "How Freight Rates Determine Markets," by Albert H. Meredith, in this issue, this important condition receives a lucid exposition.

## M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

NEW YORK: F. K. KRETSCHMAR CHESTER L. RICE CHICAGO; JUSTIN F. BARBOUR Peoples Gas Bldg.; Wabash 4000 New Orleans; H. H. MARSH Mandeville, Louisiana

CLEVELAND: A. E. LINDQUIST 405 Swetland Bldg.; Superior 1817

LONDON; 66 and 67 Shoe Lane, E. C. 4 Telephone Holborn 1900

Subscription Prices: U. S. A. \$3.00 a year. Canada \$3.50 a year. Foreign \$4.00 a year. 15 cents a copy
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Magazine, The Business World, Trade Journal Advertiser and The Publishers Guide. Industrial Selling absorbed 1925
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# The other 30% is Expensive

70% of the nation's business is done in 657 primary trading centers.

The other 30% is spread among more than 200,000 other towns and villages of secondary importance.

Naturally the 70% is the most desirable and most profitable.

It is possible to buy magazine advertising that will parallel this concentration of business. (77% of Cosmopolitan's circulation is in the 657 trading centers referred to above.)

# Cosmopolitan's New Merchandising Atlas of the United States

tells just which towns these are and shows their location on the map, together with 2130 other urban places which constitute the secondary market.

A series of state maps with detailed statistical data forms the basis of an effective quota plan.

In addition to valuable market facts, it shows you how Cosmopolitan can deliver your advertising message—

To more than a million and a half families;

Who are concentrated (77% of them) in the important trading centers where 70% of the business is done;

To intelligent, discriminating families, with higher than average buying power;

When in a most susceptible frame of mind, with imaginations fired and desires stimulated by the best fiction obtainable.

Cosmopolitan's new "Merchandising Atlas of the United States" will prove of practical, positive value to any advertising and sales manager. If you haven't received your copy, write for it on your business stationery.

It is available without charge while the supply lasts.

326 West Madison St. Chicago, Illinois

General Motors Bldg. Detroit, Michigan Advertising Offices

119 West 40th St. New York City 5 Winthrop Square Boston, Mass.

€}•

520 United Bank & Trust Bldg. San Francisco, Cal.

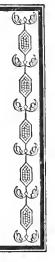


SEPTEMBER 22, 1926

# Advertising & Selling

FREDERICK C. KENDALL, Editor

Contributing Editors: EARNEST ELMO CALKINS ROBERT R. UPDEGRAFF MARSH K. POWERS
CHARLES AUSTIN BATES FLOYD W. PARSONS KENNETH M. GOODE G. LYNN SUMNER
R. BIGELOW LOCKWOOD JAMES M. CAMPBELL FRANK HOUGH, Associate Editor



## How Freight Rates Determine Markets

## By Albert H. Meredith

"HE turning point of the small merchant's career," once pointed out the president of a Memphis jobbing house, "is the day when he becomes freight-rate conscious." He then proceeded to elucidate this assertion:

"While he's getting started he

pays freight charges because he thinks he has to, but the day he begins to buy with reference to freight rates that fellow has injected cost-accounting. When he begins to count the cost, he's fairly on the way to consequence in his locality."

This statement, flowing from a lifetime of selling in the Mississippi Valley, veils a succinct analysis of the effect of freight rates on merchandising, that problem being, in the words of the Secretary of Commerce, "the one most complicated element in our commerce." The essential point is that freight rates are relative; the small merchant ''becomes

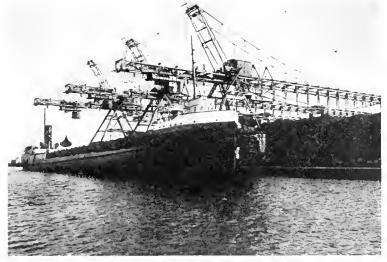
freight-rate conscious" when he senses that he can lower his costs by paying less freight. If, as illustration, the freight on California oranges in the New York market were one dollar a dozen, all dealers would be on a parity; although the price at retail would be high, that level

would apply to all alike. But, should one dealer unearth in the tariffs some loophole by which he could lay down oranges on an eighty-cent freight rate, he would have a leverage of twenty cents a dozen in the market.

In our letter postage we enjoy all

but absolute equality; two cents carries from almost anywhere to anywhere, even to American possessions half way around the globe. In our freight rates, the logical assumption is that charges vary with distance—a presumption, however, that in actuality is far from the facts. Distance or "rail mileage" is one factor in rate making, but it is only one of many. and it is a "factor" that "contributes to produce the rate." is far from being in control of it.

"Exigencies of market competition," runs a report of the Interstate Commerce Commission, "account for over 90 per cent of the freight tariffs



© Brown Bro

In the coal industry at present there is another widespread attempt to drag the railroads into an adjustment of competition. The mines of the northern coal-producing States, with the union wages now in effect, are unable to market their output for shipment "up the Lakes" and in such cities as Cleveland in competition with the non-unionized mines of the southern States

on file. Probably 99 per cent of the appeals and protests that come before this body emanate from the specsame cause."

New England interests were building a cotton mill in The Piedmont. For their power house the design called for a brick smokestack, which for particular reasons the owners wished to be constructed of Hudson River brick. The estimates, when compared with the cost of North Carolina brick, were prohibitive, but the New York contractor was not willing to lose the business without a fight. He proposed to the owners:

"That price is the best I can do; but if you will tell me what you can afford to pay for that stack, in competition with home-made brick, I will see what I can do with the railway people." Within one week, the railroads had granted such a rate for the freight (fifty carloads) that a revised quotation was possible (for

smokestack completed) enough to get the contract. special rate for this freight movement was not a secret rate, nor tainted with unlawfulness; it was merely a "commodity rate" for brick from the Hudson River to North Carolina, where no previous tariff existed because no brick had moved over such a route; it was without favoritism open also to others. The rate was "special" to meet a particular market "exigency"; at the same time it was available to any shipper similarly circumstanced; it has since been used by others. In this instance, the railroads created new business for themselves. The freight rate, however, was adjusted to suit the margin between brick-making costs in New York and North Carolina, quality considered. Distance considerations were thrown to the winds; as were also all freight rates for intermediate points. The special

rate was focussed on a single factor: "exigencies of market competition."

For rate-making purposes a market is a "commercial area characterized by a prevalent equality of prices." Phenomenal development of markets, in this meaning, is characteristic of the United States. An incentive to widen the market is ever present. For many commodities the market is coextensive with the national domain, and that condition carries direct consequences to the freight-rate structure. For it is one of the functions of American transportation, rail and water, to give equal advantages to all parts of the country. This function is concretely stated as the "obligation of the carriers to preserve an equality of prices, despite the variety of producing and consuming conditions." The railroads, accordingly, are agencies through which the Amer [CONTINUED ON PAGE 66]

# **Advertising Conversations**

## By Earnest Elmo Calkins

these days, when writers are giving con-\_spicuous attention to reporting conversation realistically, and the carefully parsed sentences of the old school novelists are giving way to the dialogues of Milt Gross and Ring Lardner, the artificial and stilted talk in advertisements sounds more forced than ever. We all know those advertisements in which the characters do not speak in character but say what the advertiser would like to have people say about his goods or service: Babies not yet able to speak plainly giving the long and difficult name of a breakfast food; young men discussing with hysterical interest the qualities of a cigarette; debutantes affecting a breathless interest in a breath

killer. Their palpable falsity destroys the sincerity. It was refreshing to see in a recent Snowdrift advertisement the name of the article adver-



Wot you holding Name of a name! poulet." tised mentioned but once, and then misspelled to bring it within the scope of the dialect the colored cook is talking. She called it "Snowdrif"."

A recent advertisement in *The Spur* is an instance. The chef is supposed to be saying to the waiter, "— and remember, the service in a Maillard dinner must be in keeping with the quality of Maillard food."

I never overheard a chef talking to a waiter, but I am willing to bet a real dollar against a delicatessen doughnut that no chef would say that, and if he did, he wouldn't say it What he is that way. probably saying is something like this "Sacre bleu! Only feety cent for me! Pig! Paper bag! Didn't zat so gross beurre et oeuf man give you fife dollar? out on me for, hein? Next time I burn the

## Don't Hide Behind the Rule of Thumb

## By Walter F. Wyman

General Sales Manager, The Carter's Ink Company

HEN I hear a sales executive during, or after, a convention say, describing some sales problem: "You can bet from this time on we'll have a policy and stick to it!", I slowly affix on my countenance an enigmatical expression which I egotistically imagine is a masculine replica of the Mona Lisa smile.

For, like my friends, there are moments when I long to hide behind a "Policy" and protect myself by "Rule of Thumb," instead of by the far

more difficult and far more profitable "Rule of Reason." But, with the explosion of the myth that ostriches in real life stick their heads in the sand when confronted with a problem, the last vestige of excuse has vanished for the sales executive who would hide his head in the depths of a "This Is Our Policy" desert.

It is well to remember that it was not a policy, but the detail of the missing horseshoe nail, that lost the battle.

The Rule of Thumb lays down the

policy that all goods must be paid for within thirty-or sixty-days from the date of the invoice. The Rule of Reason takes into account the tremendous significance and importance of details which the Rule of Thumb overlooks. A fire, an earthquake, a tornado, a flood, an illness, a lockout or strike in a one-industry town, loss or undue delay of goods in transit, a thousand and one details cry to high heaven for the

substitution of the Rule of Reason for the Rule of Thumb.

A competitor does this or that. What is the proper action—if any? The Rule of Thumb says to follow or not to follow the competitors change. Details, however, frequently control decisions. Is the competitor a factor with the item involved? Is the competitor the real factor in the industry in connection with the items or policy involved? What volume, if any, is menaced by the change? What will be the immediate result if the competitive change is followed? What will be the probable znal outcome? What are stocks on hand if a change in article is involved?

All are details; but frequently some one detail rather than any general policy will control the decision.

MANUFACTURER may wisely Ahave a policy which bars sales to wholesalers—or sales to retailers. Yet that Rule of Thumb frequently must give way to such a detail as whether the opportunity for the sale to a wholesaler—or to a retailer—is in Maine or Montana, Alabama or Alaska. Within a month a manufacturer whose sales are confined to

[CONTINUED ON PAGE 48]



@ Herbert Photos, Inc.

THE Rule of Reason takes into  $oldsymbol{L}$  account the significance and importance of details which the Rule of Thumb overlooks: A fire —an earthquake—a flood—an illness-a strike. It was not a policy. but the detail of a missing horseshoe nail. that lost the battle. When a crisis arises it is the specific and not the general that will govern the action in the end



# Golf vs. Advertising

The One Is Too Often Played as a Business; The Other, Followed as a "Game"

## By Kenneth M. Goode

If the average golfer played golf as badly as the average advertiser advertises, he would be thrown off the public links. If, on the other hand, the average advertiser advertised as well as the average golfer golfs, he might reasonably hope to be rich enough some day to enjoy his own private course.

There are plenty of golfers who drive adventurously off the first tee, with only a vague consciousness of eighteen holes somewhere ahead—and a whole afternoon full of strokes. Also there are a few advertisers who play each advertisement like a golf shot, solely for the purpose of arriving at some fixed point. But, in the main, each game sticks to its own characteristics; golfers depressingly businesslike, and advertisers delightfully casual.

Imagine, for example, the advertising manager of the Uno Gas Company, grouching home to his patient Griselda: "I'm through with advertising forever. Been off form a whole month. I underplayed my page on the 16th and fell \$100 short of cost. Topped my drive for direct agents. Messed up my trade paper campaign so it took three insertions for what I should have done easily in one. Can't keep my eye on the reader. Keep pulling stale stereotyped copy. My results are a joke. I'm going to resign before the office boy recommends it."

Or, two wealthy a dvertising agents lunching at the Biltmore: "You know that dealer-inquiries cost we bet on last week? Well, I got 'en for forty cents in yester-day's Times. The position was just right. I—". "You poor fish, "interrupts the others, "I made a 38 in the Herald-Tribunc—twice. Say, did you ever try moving your display a little further toward the top? It seems to carry at least three per cent better. Got the idea from watching Sears Roebuck!"

On the other hand, imagine yourself at Pinehurst for the sem-finals of an advertising men's golf tournament: "That was a fine drive of



yours, Bill, how far did it go?" "Oh, I didn't notice particularly. Some of these days the ball will turn up, I'm sure."

"Expensive set of clubs you swing, Henry. Isn't that solid gold on your brassie?" "Yes, sir, that's my goldie; our directors feet an organization as large as ours can't afford to play cheap golf." "But does it carry further than your old one?" "Oh, I couldn't say as to that. It's the class atmosphere we're after!"

"WHAT was your score, Bobby?" "I didn't keep score. It's a dreadful nuisance to count all the time—and besides you get such an awful lot of strokes that don't mean anything. What was yours?" "I didn't keep a card, either. You see there are a lot of bankers and influential men around today and I'm shooting mostly to interest them."

"For Heaven's sake, is Arthur going crazy? Look at him! He drove from the first tee to the 4th green and now he's starting cross country from the 5th tee to the 18th hole." "No, Arthur's all right; he's just playing a little general golf."

Fantastic? Yes. But not so ridiculous as it sounds. Nobody will

deny that a great many men keep meticulous score of golf strokes. Not that a good many more study intricate statistical reports of baseball, polo, or tennis played hundreds of miles away. Is it not equally true that these same men do not attempt to measure the effect of their own work in advertising with half the interest—let alone accuracy—with which they measure the effects of other people's play on various and sundry balls?

"Dramatic art on Broadway," wrote some critic of the Winter Garden, "won't make much progress until certain producers realize that the female kneecap is a joint and not an amusement!"

Advertising, similarly, in our opinion, will never earn the solid economic esteem it so enthusiastically claims, and so patently lacks, until it becomes a serious business; and declines, on any terms, to be exploited longer as a form of artistic self-expression.

The only object of any business is to make money. Few people know Most of us dramatize business as a background for our own personalities. One man thinks that the XYZ Electric Company exists for him to make mechanical drawings; another, so he can address conventions; a third, so he can improve office routine. The welfare expert sees the XYZ Electric Company as her chance to improve the working girl; the office boy as his chance to improve his typewriting. And by training and temperament, the advertising staff, least of all, is likely to escape the strife for self-expres-

Therefore, in every business, one man who knows its object should be in complete control of advertising. One who can never forget his job is not to get delightful pictures from Norman Rockwell, nor to devise ingenious new methods of making combination color plates. If he can use a great economic force for his own welfare, he will invest in advertising without limit so far as it

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## What of the Motor Boat?

## An Industry That Has Been Left Behind

## By William F. Crosby

TATE and city officials are ation. It has not been brought the popular appeal that the car has, unanimous in declaring that automobile traffic has almost reached the saturation point. Thousands of cars are being built and sold each year, and the final outcome is a subject which is engaging the attention of the traffic officials throughout the land.

Exploitation and advertising have brought about this unprecedented condition, and there can be only one answer to the problem: driving a car for pleasure will become a thing of the past. The public will turn to other means of recreation and the car will be used only as a means of transportation for business, and as a means of reaching destinations where the pleasures of out-doors may be enjoyed.

Unquestionably boating will play an important part in the recreation of future "tired business men," their wives and their families, and already there has been a tremendous swing toward this activity. Secondhand boats are showing an enormous gain in price, and many of the yacht building yards are literally swamped with orders. Designers of pleasure craft report that there has been an unprecedented rush of buyers who have never before owned boats of any description.

The condition of the trade seems to be healthy. but it lacks proper exploit-

forcefully to the attention of the thousands who are potential buyers of boats. Some day this condition will be changed, but as yet little progress has been made.

The Florida boom has been responsible for a considerable levelling of the sales curve in boating. Instead of being a six months' business it has graduated into an all the year around industry. Exports to South America and the Antipodes have also increased the sales to no small extent, for American boats and engines are far ahead of most foreign makes.

In the earlier days of the automobile it all but put the boat business on the rocks for good. Yacht clubs died and boats were hauled out and left to the elements. The former yachtsman turned his back on the water and proceeded to burn up the roads with his new-fangled horseless carriage.

Now there is a strong chance that the yacht will come back into its own, although it will never hold and without question the next few years will see such changes in the industry as to make it of national importance. What is needed in this coming industry is good, consistent advertising.

The public does not know that a boat can be bought and maintained for about the same money that a car can. The first cost may be a little higher but the upkeep is considerably less. There are no expensive tires to buy, no high taxes to pay, and no licenses are required. The modern marine engine is more reliable and more rugged than the average medium priced car's. Balky marine engines are totally obsolete.

The public does not know these facts. It does not know that it can learn to handle a boat in about half the time that it can a car. It does not know that in a boat there is practically no danger of collision or fire. It does not know that there are great open spaces of water which may be cruised without tax, and without difficulty or danger. People know nothing of the beauties of canal travel through magnificent country. Neither do they realize that gasoline and oil cost less at tidewater than at the inland filling stations. Proper exploitation will educate buyers, and it is one of the crying needs of the trade at present. Of course there is the bug-bear of





danger on the water. However, compare the danger of a motor cruiser to that which the average auto owner subjects himself and his family to every time he ventures from the garage.

Danger? Look up the records and see how much danger there is to boating.

THE boating industry has its several magazines; good, bad and indifferent. The trade advertises in the magazines, for the most part, to people who already have boats of some kind. Sometimes they sell a new boat or engine through this advertising, but the potential market of outside buyers is where the really big business lies. The average man in the street will not spend his money for a magazine in which he is not interested. He must be caught unawares in his favorite popular publications.

An unfortunate condition in the trade is the way in which boats are usually bought and sold, especially second-hand boats. If you were to enter the average boat yard and ask to see some boats, the builder would probably look at you aghast. The way to buy boats is to go to some broker, look over a thousand or so photographs and then select the dozen or so that might interest you. One of these will probably be in South Brooklyn, another in Detroit. a third at Port Jefferson, and so on all over the country. You are supposed to visit each of these boats on your own hook and select the one that you want. Possibly the broker will accompany you and aid you in making a selection, but this same broker gets his living from the commissions paid him by the man who has the boat for sale.

You may decide to buy some boat

from the photograph only. Later on you find that that picture was taken in 1909 and since then the boat has been altered, lengthened, and a different engine has been installed; and it has been finally left to rot in the open at some half-abandoned vard.

In one case that the writer knows of a certain boat was purchased through a broker, yet other brokers who had it on their lists were not informed of the sale and continued to carry a picture and description of it in advertisements for more than four months afterward. The new owner was surprised and pleased to find that he had such a popular boat, and to this day he does not know why he had so many offers for it.

The business is fundamentally sound, but it is conducted in a way that might well be considered shameful in any other industry. Of course the builders claim that they lack funds for extensive advertising. If they do, it is probably no one's fault but their own; for they surely get sufficient money for their wares. Usually the basis of a rough estimate of the cost of a vacht fifty feet or more in length will run close to a thousand dollars a foot!

TET they do not seem to make any money. This is probably due to the wasteful methods of manufacture and the high cost of labor and materials. Labor saving devices are used to a small extent, but it is surprising to learn that in some work on larger boats the ancient adz is still used as it was in the days of Neah. Of course boat building is going to be expensive as long as these methods are employed; and so long as it is, publicity funds will not permit big advertisements, and the cost of the boats will be so high that

they can be owned only by the favored few.

What is needed is a stock design boat built by the hundred. Already there are a few builders doing such work, but if a dozen boats are put through the works at the same time, it is a front page story and a red letter day for the industry. Costs are not reduced by building boats in dozen lots.

N the past many manufacturers who undertook to build standardized boats found their aims defeated by the demands of the buyers. Most boatmen have pet theories and ideas to which the builder must cater. One man may want the berths forward and the galley aft, while the next may entertain views which are the diametrically opposite ones.

What the industry needs is real standardization. It needs a firm equipped to turn out boats by the hundred at a price which will meet automobile competition. It needs a well designed boat which will look pretty—a boat designed by a real architect. It needs a large plant with equipment to turn out these boats by modern production methods and not with an adz. The possibilities are tremendous. The appeal is there, for nearly everyone loves the water, but the prices are too high and the publicity is lacking.

Some day someone with modern merchandising ideas is going to enter boat building and almost overnight the industry is going to take on new life. Production will increase; advertising will appear in publications of general interest; and the layman will become aware of the possibilities in boating. Some day motorboats will receive the publicity and advertising they deserve, and the industry will come into its own.

# How the Warehouse Speeds Up Deliveries

By H. A. Haring

ONE are those days when the retailer stocked up for three months; gone, too, the time when a jobber took in twenty carloads on a single requisition. Today, even the wholesaler buys with reference to turnover; even he expects the manufacturer to "carry on spot" the goods he distributes to the retail trade.

So far, indeed, has gone this speeding up of deliveries which warehouse short-cuts have developed; the merchandise warehouse having in no small degree contributed to make possible present methods. "Our deliveries equal letter mail," was the boast of a nationally-known manufacturer, and yet the fact is that his deliveries are too slow. Competitors, in his own line, are doing better by twenty hours or more. When the jobber, or retailer, knows that fresh goods may be had by the noon of the day they are ordered, the next morning's delivery looks far off.

The merchandise warehouse offers

a short-cut to delivery through use of what is known among warehousemen as the "customers' accredited list." It is a simple device, evolved from the necessity of saving time in the delivery of goods.

A manufacturer establishes a stock of goods with a public warehouseman at some convenient market center. As his salesmen travel the adjacent territory, they form each customer whose business is solicited what sizes and grades of the goods are held in spot stock with the warehouse, together with data as to unbroken-package lots. The jobber—or the retailer-can then

push the line without fear of overstocking himself, and without the companion fear of running short of the goods. The spot stock, standing close behind his sales effort, gives assurance of ready replenishment without risk.

Capital investment is held down; turnover ratio is high; and yet the jobber can book all orders in sight with full confidence that the retailer (or other customer) will not be sent a pink back-order form instead of the goods. This confidence he can pass on to the retailer, and it is no mean sales argument.

The process of buttressing the market is completed by the manufacturer's filing with the warehouseman a list of "accredited customers." The warehouseman is instructed that he may deliver to each of these customers, out of the manufacturer's stock, anything desired. The customer, thus accredited, makes his own requisition on the warehouse for quantities and sizes as he wants.

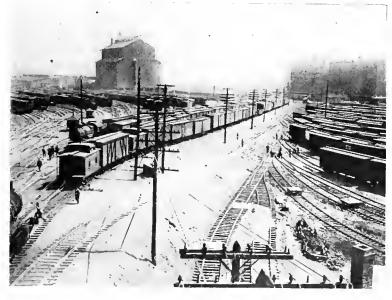
The accredited customer does not telephone or communicate with the manufacturer, or his branch office. All time and formality of that sort is positively eliminated, as are also the costs of telegrams, and telephone tolls. The circuit from customer to the merchandise is "shorted" to the most direct route. But the great end achieved is that the customer gets the goods quickly.

The morning mail may bring the jobber orders for goods of which he is "out." Ordinarily he would ship his retailer such items as were in stock, with a back-order for the balance. Thus the jobber would have two shipments to make, with two billings; the retailer, in turn, two pick-ups at his local freight station, with two invoices to check, and the inconvenience of staving off the consumer until the back-order came through.

If, however, the jobber can draw from a local warehouse the goods he lacks, it is possible for him to

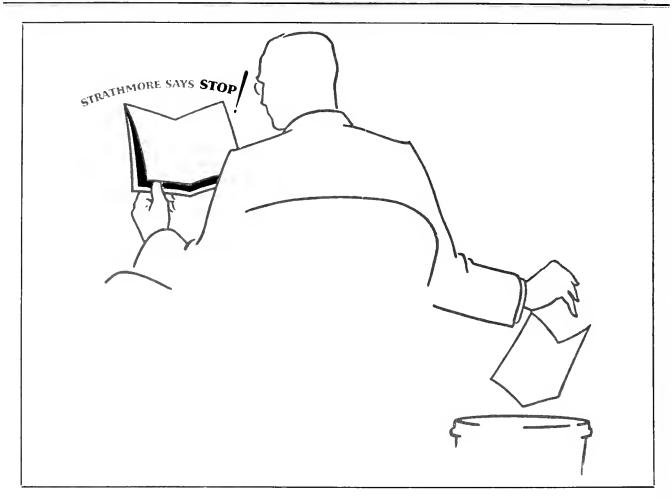
avoid all this duplication, while, at the same time, making good with the distant retailer in that best of all business assets, "quick service, without substitution."

Little formality is needed. The entire proceeding is so simple that few manufacturers require any set form to be used by the wholesaler when requisitioning goods from the warehouse. The wholesaler's ordinary requisition form is quite acceptable; or a letter request perfectly. All that is asked is some written form of request for protection of the warehouseman, and, on receiving t h e goods, a receipt.

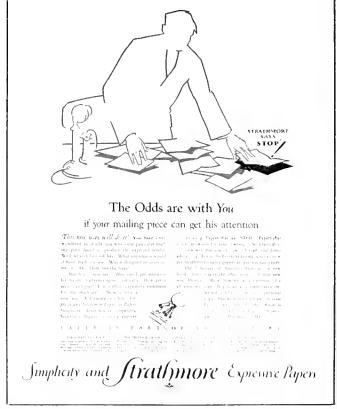


THE modern manufacturer ships his goods in carload lots to a public warehouse, conveniently located for wholesale distribution. In this manuer the jobber does not have to wait for freight shipments to arrive, and never disappoints the retailer

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ANI MBER of nervous systems have probably suffered from the fad for "attention-getting," and many a waste-paper basket been worn out. The "psychologists" who direct the ouslaughts on our privacy have often overlooked an obvious reaction from a shock; namely, revulsion and retreat. Strathmore papers are to be thanked for not wielding a bludgeon, and congratulated upon the skill with which the slogan of the company has been put into visible and convincing form in its own series of advertisements. These clearly say stop

# Preaching—Or Practicing?

#### An Ex-Editor's Views on the Much Discussed "Press Agent Evil"

#### By Harry Botsford

N the metropolitan area one frequently hears a Lloud and unlovely wail that appears to grow in intensity and lessen in sincerity each time it is heard. Ever and anon the advertising and publishing gentry in the "hinterlands" cock receptive ears eastward and applaud sharply. Meanwhile nothing is done about it aside from passing an infrequent resolution, properly attended by the cohorts of publicity. It is a sad and amusing circumstance, this. The reference, as the astute may gather, is directed at the scamp, the blacksheep, that alleged blackguard of ethical advertising: free publicity.

The verbal and oral cudgels have been smartly applied to press agents and free publicity; the business has been properly bastinadoed with sounding phrases; yet—sad to relate, the free publicity continues to exist, and in a brazen and sturdy fashion.

What is the matter?

And in La Plaza de Toros does one hear a logical, sane or sensible explanation? One most certainly does not!

I wonder (and it takes rare courage to say this!) if the trouble is not due to the fact that almost all concerned are preaching—and only a few (if any) are practicing?

Possibly the publicity man, the press agent, is dead. I doubt it, however. My idea is that his name is still legion and that he occupies a fat berth in various recognized and nationally known advertising agencies. Perhaps opposite his name on the pay roll is not inscribed the fateful and awe-inspiring words "Publicity Agent," but regardless of the title, his occupation deserves that nomenclature. Meantime the gentlemen in the front offices of these agencies are raising their voices in harsh yelps about the great danger, the outrageous, notorious inefficiency of free publicity.



Photo by Lazarnick

THE newspaper editor is pestered by a flood of multigraphed and mimeographed publicity that flows in from agencies. In a way he is in a better position than the trade paper editor to gratify his first craving to throw it out

Not long ago the writer happened to be visiting the managing editor of a nationally known trade paper. This paper has a whale of a circulation, influence, and hundreds of advertisers. It happened that this editor was not in a merry mood. He was even reduced to profanity, and with a fine and artistic touch he spoke feelingly on this matter of free publicity.

Look here!" said he, indicating a pile of papers about eight inches deep. "All this junk is matter that represents an effort to secure a species of free publicity. Terrible stuff! I can't use it. That is, if I follow my natural instincts. Free publicity is the major curse of a trade paper editor."

"These press agents are bad, bad hombres," I agreed heartily,

"Press agents!" the editorial eyes surveyed me in chill amusement. "Huh! In this whole pile of puffs you won't be able to find one single squib that comes direct from the office of a free publicity man. It originates in the offices of recognized advertising agencies. That's where it comes from! Most of the stuff lacks news value and has no scientific interest or direct bearing on the industry this publication is trying to serve."

"Well, one consolation," I remarked, "is that you don't have to publish it."

The editor is rather an expert at glaring. He gave me one of his best glares.

"Say," he said belligerently, "you used to edit a trade paper, but I guess that was several years ago, wasn't it?"

"It was."

"That's what I thought. No! I could refuse to publish any of this stuff. I wish I did dare to chuck it all away! But if I did things would happen. You see, I have tried it before. Here is

the Blank Agency that sends in a nicely mimeographed sheet informing me of the fact that the company whose advertising they are handling in this paper is planning the erection of a new foundry. Good! That's news. But the rest of that sheet is composed of downright free publicity. It tells about the terrific growth of business due to the quality of the product, how many yards of Dank's doodads are used in the erection of the new Perkin's Pickle Plant. Suppose I print only the news part of that bulletin that has been broadcast among the trade papers. What happens? I know! A keen-eyed gentleman in either the Dank plant or the Blank agency scans my next issue and notes the omission. In a none too subtle manner the matter

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# Advice to Advertising Men

# By One Who Is "Going In" for Advertising

HERE was once a burglar who was standing trial. He had been found guilty of housebreaking, and previous to imposing sentence the judge was making exhaustive inquiries regarding the defendant's life, antecedents and crimes. Now, this particular burglar was something of a philosopher, unlike most of us he was not passive: he liked to know the whys and wherefores. He considered the judge an old fogey who was taking advantage of his position to indulge in his natural propensity for snooping. Our burglar wondered if it were not just as important for him to know the full details of the judge's career before trusting himself to his mercy.

And we feel very much akin to the burglar. We are "going in" for advertising, and for years we have been flooded with advice, most of it delightfully vague and reminiscent of a racing tipster's.

We have assiduously pored over the biographies of successful men of affairs as featured in a certain popular magazine. The almost monotonous frequency with which the writers reiterate that the three things contributory to their success were Industry, Thrift and Promptitude has made us a little suspicious.

We are reminded of the advice of our male grandparent, a sturdy blacksmith in the North of England. Between puffs of his pipe he would spit forth epigrams and aphorisms that would have made the fortune of a columnist today. On one occasion we remember him saying, "Lad, if anybody keeps tellin' tha who's honest, watch thy pockets!"

It is not far-fetched to say that this dictum can be applied to promiscuous advice. The childish insistency on this trinity of platitudes leads us to believe that the writers are merely drugging their own minds, and we anxiously await the memoirs of some candid millionaire who will tell us that a natural cupidity coupled with a flair for intrigue, and aided by what can be euphemistically termed as "Ca"



canny," were important factors in his success. But we fear we shall be obliged to refer to the Newgate Calendar for frankness of this sort.

"In short," as Mr. Micawber would say, we are surfeited with advice, and yearn to reciprocate in this protracted but rather one-sided affair.

Our first leanings toward the noble profession were not prompted by the lure of filthy lucre, nor were we anxious to see our work in print. Oh, no! We were idealists. We can remember reading the advertisements in the magazines and gravely coming to the conclusion that things in the advertising world were pretty rotten, in fact, putrid. And who else would put them right but ourselves?

O we set forth on our Rosinante to tilt at windmills. The first thing we did was to come to America, the birthplace of Publicity with a capital "P." The next thing was to tackle the lions in their dens, and that's where the fun commenced. All the advertising big-wigs in New York were bombarded with our letters, which were pretty good as letters go, you know. Now and again we received replies granting us interviews, and armed with effusions from our prolific pen (Underwood), we would repair to the offices of our desire. There must have been

anywhere from fifty to a hundred hard-worked gents who enjoyed the tender confidence of our youthful inexperience. They listened—but we didn't get the job, and neither have we got it yet.

However, we gained interesting sidelights on the idiosyncrasies of the Moguls of the profession, and our close study of current advertising has provided us with a fund of experience that is too precious to keep to ourselves. After you have so altruistically cast before us your pearls and platitudes, it would be almost criminally selfish on our part not to pass this on to you:

(1) Don't take three to four weeks to answer a letter. Most men in other businesses answer theirs in three days.

(2) Don't keep a chap waiting until 11:30 when you fixed the appointment for 10:30. He's not impressed with your importance; he's more apt to consider you a boor.

(3) When you are reading samples of our work, don't tell us that the late Mr. Charles Anderson Dana said that the way to gage a man's style is to count the number of sentences beginning with "The." One man told us that and then used "constantly changing" in one of his ads!

(4) Don't yearn after sophistication in your copy. Since a certain Mr. Sinclair Lewis wrote a book about a Mr. Babbitt, you have been making frenzied efforts to convince the world that you are oh, so blasé. The average American male is about as sophisticated as Mr. Tompkins-Smythe of London, W. 13. Mr. Tompkins-Smythe certainly doesn't cat peanuts at a ball-game, but he goes to Lord's and chirrups "Well played, sir!" He worships "good form" while Mr. Babbitt worships a "good feller." Both are very much alike under the skin, and neither likes sophistication.

(5) In those women's wear ads, don't pepper them with "chic," "Le Sport" "charmant," etc., until they are so blatantly, juicily feminine that we are tempted to believe that they are written by a hard-boiled old misogynist. Most girls haven't been

[CONTINUED ON PAGE 58]

# THE · EDITORIAL · PAGE

#### Traffic in Famous Names

THE purchase of the indorsement of famous theatrical and movie stars seems now to be on a definite business basis, with a 15 per cent commission for the advertising agent!

We quote from literature sent out by a Chicago concern styling itself, Famous Names, Inc.:

The Famous Names, Inc. was formed through the cooperation of the most prominent managers of moving picture stars and theatrical celebrities who assigned to this corporation the exclusive selling rights for commercial advertising purposes, the names, pictures and indorsements of a majority of the most popular and famous stars.

The service of this corporation is to supply the rights to use in commercial advertising, names, pictures and indorsements of famous moving picture stars and stage celebrities and other famous personalities such as mu-

sicians, operatic stars, etc.

Almost with[out] exception any moving picture star or stage celebrity is available through our service. Many of the stars are available for special posing. These poses can be made according to specifications of the purchaser and can be made in a studio, in the artist's home or on location. Many of the stars' homes are home or on location. Many of the stars' homes are famous for their artistic settings, and such pictures posed by the artist in the home with the advertiser's commodity offer many advantages, particularly in the production of advertising material.

In addition to the pictures and names we also supply indorsements signed personally by the stars. These in-dorsements can be, if desired, of the advertiser's own

dictation.

It has been common knowledge that the names of many of the stage and screen stars could be boughtand surprisingly cheaply, too!—for advertising purposes, but when this traffic in personalities is put on a crass commercial basis, with agency commission and the promise of securing indorsements if desired "of the advertiser's own dictation," it seems to us that the time has come for the whole despicable business to be thoroughly aired, and for the National Better Business Bureau to take notice.

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#### The B. & O. Challenges Tradition

WITHOUT going into the reasons behind the action of the Baltimore & Ohio Railroad in discontinuing the use of the Pennsylvania Station as its New York terminal and instituting motor bus service from points in New York to its train sheds on the Jersey side, there is a lesson in the situation for business men. It is a lesson in elemental thinking. The Baltimore & Ohio, like every other railroad, sells transportation, not terminals. The terminals are merely convenient places for people to start using transportation. The more convenient they can be made, the more efficiently they will serve.

As the B. & O. announcement advertisement in the New York newspapers explains the new service:

When you step aboard a Baltimore & Ohio motor coach—

uptown or downtown—you have "made your train."
When you travel on the Baltimore & Ohio your railroad ticket now takes you right from the heart of New York's activities to trainside at Jersey City-without extra charge and without the usual confusion and annoyance.

A fleet of commodious motor coaches operates between

the motor coach stations in the heart of New York and train terminal in Jersey City, covering regularly scheduled routes, uptown and downtown, with stops to take on and discharge passengers at convenient points.

All you need to do is to step aboard the coach and it takes you and your hand baggage direct to the train with-

out charge for the service.

Like any other experiment, this one must meet with public acceptance before it can be pronounced success-But the brand of thinking that goes behind it, the challenging of the tradition of a great stone monument as a terminal just because terminals always have been great stone monuments, is worth cultivating. Many businesses, and even entire industries, are today trying to sell terminals instead of transportation, to retain the figure, because the terminals can be seen, while often the fundamental service or philosophy behind the business is hidden and must be uncovered.



#### An Editorial by The John Day Company

N the back of its first catalog of books, The John Day Company, Inc., publishes what it characterizes as "An Informal Note About 'Blurbs'." It is its own

We mean to refrain from superlatives about John Day books. The "finest work of the year" or the "great Amer-ican novel" or the "most beautifully printed book of its may well appear on our lists, but it will not be so

announced.

We see particular merit and have strong faith in each book we publish, else we should not have accepted it for publication. But catalog, advertising and jackets will, so far as humanly possible, exclude our mere opinions, and will be designed to indicate, by fact and precise description, the scope and character of each book, so that the reader may judge for himself whether it is likely to please him. From time to time we shall quote the commendation which we hope may come to our authors from disinterested crit-We shall not, however, strive to beguile readers by ardent expressions of our own.



#### "Keep the Wires Hot"

T the summer convention of their distributors a A Pacific Coast packing company proposed for discussion a discontinuance of their custom of weekly price lists. Their suggestion was that a monthly list be issued, subject to correction within the month in case of serious fluctuations.

One distributor was instantly on his feet. Vigorously he maintained:

"The oftener you issue prices for canned goods the stronger your position. The weekly list keeps every broker's mind on you every minute. You oblige us to think of you as setting the price for the whole coast, and the way you keep the wires hot with up-to-theminute quotations makes you the shrewdest operators in the world."

If "the weekly list keeps every broker's mind" every minute on a single canning corporation so keenly that competitors fail to "count," is it not equally true that the oft-repeated copy does what is impossible with occasional or spasmodic advertising?

# Exporting Is Not a Game

By B. Olney Hough

ISHEART-ENING as it is, in a way, it seems to be true that many American manufacturers who nowadays eontem plate expanding their business for the first time into foreign fields fall into one of two classes: (1) Those who with reason fear their home business is slipping and want to bolster it with orders from abroad, where competition is fancied to be less strenuous: and (2) those who have met with success at home and have accumulated enough surplus dividends to inspire them with the reckless ambition to "play with" foreign countries, though they have no real confidence in the reputed possibilities

of the field. This criticism is by no means to be restricted to Americans. British and other European manufacturers are equally eligible for it.

Both classes are addicted to the phrase "the export game." To no other kind of business can the word "game" be less appropriate. Competition is as strenuous in foreign as in domestic markets, and real business is to be gained only by consistently shrewd sales policies. The manufacturer who is slipping at home will probably have to improve his sales policies if he is to get anywhere abroad. The rich manufacturer who thinks he will gambletake "a flier" on export trade-will discover the possibilities of losing money unless he makes a business of the venture instead of a game, and realizes that hard, aggressive work is as necessary in Mexico as in

The mere prospect of a foreign order sometimes hypnotizes a manutacturer, but usually only the thoughtless one. Here follows an illustration of the workings of a



CPublishers' Photo Service, Inc.

THERE are docks in foreign ports on which American goods f L are "resting"—as they say in the "profession"—that attest to an indisputable fact: namely, that, contrary to the impression that prevails too often in manufacturing circles, exporting is not a game to relieve the monotony of an unexciting industrial career. Nor is it a casual means of bolstering a sickly business

> wise manufacturer's mind under certain circumstances; the mind of a manufacturer who intends to be very much in earnest about his export business, if he wants to have any at all.

> TEGFIELD, we may call him be-Lacause that is not his name, is a manufacturer's export agent; which means that he has induced about twenty manufacturers to pay him a retainer of so-and-so much per month, plus a commission on sales, in return for his efforts to develop export business for them. The expense to each manufacturer is considerably less than that of attempting to support individual export departments. This is a perfectly reputable, often a highly commendable, business arrangement. every few months some one of these manufacturers gets disgusted, because Ziegfield has not obtained any export business for him, or has not obtained enough. The manufacturer, not understanding that many months are required before export

results begin to materialize, withdraws his support from the agent. Then Ziegfield has to take a few weeks from his proper work to search for another supporter. Ziegfield spotted a new prospect in the Middle West. We will call it the Jeremiah Electro - Refrigeration Co. because nobody named Jeremiah is connected with it and because the company (this, be it understood, is in substance a true story) does not make electric refrigerators but something which seems to the ignorant observer similarly complicated and technical. "I have had many years of experience in selling American goods for export," says Ziegfield to Mr. Jeremiah. "I

know exporting methods and export markets. I can get you a lot of business if you let me handle your exports. I already have several electrical lines which I am selling largely abroad and, as a matter of fact, two of my foreign friends have recently been asking me for electric refrigerators. My services will cost you hardly anything. I ask you for only fifty dollars a month for a six months trial term; merely enough to help pay a share of the office rent, clerk hire, postage, etc., with a ten per cent commission on all sales which I actually make."

"Sounds cheap enough," comments Mr. Jeremiah, "but what sort of customers are these you speak of? You see, ours is a rather difficult business which the usual dealer in electrical supplies cannot handle. We've got to get started right in a market; otherwise it is likely to be eternally spoiled for us.'

"But you want orders, don't you? How else do you ever expect to get started at all? Here am 1 offering you orders from perfectly good cusBRUCE BARTON

ROY S. DURSTINE

ALEX F. OSBORN

# Barton, Durstine & Osborn

INCORPORATED

 $\mathcal{A}_N$  advertising agency of about one hundred and ninety people among whom are these account executives and department heads

Mary L. Alexander Joseph Alger John D. Anderson Kenneth Andrews J. A. Archbald, jr. R. P. Bagg W. R. Baker, jr. F. T. Baldwin Bruce Barton Robert Barton Carl Burger H. G. Canda A. D. Chiquoine, jr. Margaret Crane Thoreau Cronyn I. Davis Danforth Webster David C. L. Davis Rowland Davis Ernest Donohue B. C. Duffy Roy S. Durstine Harriet Elias George O. Everett G. G. Flory K. D. Frankenstein R. C. Gellert B. E. Giffen Geo. F. Gouge Gilson B. Gray E. Dorothy Greig Mabel P. Hanford Chester E. Haring

F. W. Hatch Boynton Hayward Roland Hintermeister P. M. Hollister F. G. Hubbard Matthew Hufnagel Gustave E. Hult S. P. Irvin Charles D. Kaiser R. N. King D. P. Kingston A. D. Lehmann Charles J. Lumb Wm. C. Magee Carolyn T. March Elmer Mason Frank J. McCullough Frank W. McGuirk Allyn B. McIntire E. J. McLaughlin Walter G. Miller Alex F. Osborn Leslie S. Pearl T. Arnold Rau Paul J. Senft Irene Smith J. Burton Stevens William M. Strong A. A. Trenchard Charles Wadsworth D. B. Wheeler George W. Winter C. S. Woolley J. H. Wright

Bp

NEW YORK 383 MADISON AVENUE

BOSTON
30 NEWBURY STREET

BUFFALO 220 DELAWARE AVENUE

Member American Association of Advertising Agencies Member Audit Bureau of Circulations Member National Outdoor Advertising Bureau tomers. It's your chance to get started. You don't mean to turn down a good order, do you? And it means only fifty dollars a month for six months to cover expenses. I don't make any money unless I turn in real orders to you. You can't hope to get started more cheaply than that."

"Three hundred dollars isn't much," Mr. Jeremiah muses, half tempted. But he reflects for a moment. Would he enter into such an arrangement if it were a question of getting and developing trade in California? No, in any really important market, he certainly would not. He turns to Ziegfield.

"Look here," he says. "When I go down to New York I'll spend \$300 in a night club with the right sort of a crowd, but I will not spend \$300 on any half-baked proposition for getting export business. That's too serious a matter. It isn't fun, or a game. Oh, I'm going to get that export business, but do you understand what getting it and getting it right involves? It means demon-

stration machines with expert operators and teachers; to say nothing of especially high grade salesmen able to handle complicated finance wisely. Users have to have electric refrigerators installed and so installed that they will stay—and stay satisfactory. Dealers, distributors and agents must be taught. They must be made experts so that users may in their turns be taught and receive service afterwards that will keep them as satisfied users. Somebody who knows must win over the officials of central electric stations and each of their branch stations in important cities. My machines must have their endorsement, their support and their enthusiastic recommendation. Their advice asked; often enough they sell the machines. I'll not pay you \$300 on the chance of getting an order; or two or three of them. When I am ready I shall make my first year's budget to include \$10,000, probably \$20,000, for export promotion. That's more like what it would cost to attempt to develop, in any intel-

ligent fashion, even one or two of the most promising export markets."

"You'll throw away a mint of money," observes Ziegfield. "It will take a lot of business to cover \$20,000 a year. Now I—"

"That's an investment, not a loss," replies Jeremiah, "just like building an addition to my plant here. I shall not expect my business to show enough profits in the first year, or in the first several years, to repay the investment. But if I make the investment with good judgment; if I study my markets closely so that I know that a promising market exists and what sort of a market it is; if I select my men wisely, pick and choose my distributors and cooperate closely with them, the investment will be amortized in the course of time, and without infringing on profits.

"Just now I'm thinking a lot about California, where we have never done anything with our line. I'm studying how to get properly [CONTINUED ON PAGE 84]

# Advertising as a Mirror

## By James Wallen

N advertisement is a mirrored reflection of an institution or a product. It should enable an advertiser to see the picture he makes before the world, as clearly as it conveys it to the public. Unless an advertisement is honestly written, it obviously cannot accomplish this dual purpose.

One of the reasons why an advertisement fails to mirror is the fact that the advertising writer is asked to produce a series of advertisements for a house when he knows least about it. After the first blush of mutual selling on the part of the advertising counsel to the client and the client in turn to the counsel, there is a sort of old rose fog floating around which obscures all distasteful angles.

In a book written some years ago, Herbert N. Casson, with unexcelled clarity, set forth what an advertising writer should know about a house. He said, "Before an article is offered for sale, before any sales campaign is begun, these questions must be definitely answered:

"(1) What does the public think and feel concerning this company? "(2) Are there any old grudges?

"(3) Are there any wrong impressions in the mind of the public?

"(4) What is being said about this company by its enemies and its competitors?"

Every advertisement should be in the way of being an answer.

1 recently discovered in the consideration of the problems of an old institution that their advertising was looked upon as a thing apart. Their conception of advertising was: that advertising is a matter of words and pictures on paper; that it does not necessarily have any direct relationship to the business. Advertisements were simply advertisements in the minds of the proprietors of this Advertisements were, to them, simply bait. That the voice of the house must issue from its soul had not occurred to these otherwise astute business men.

It is my feeling that unless an advertiser is willing to take the mirror test you cannot do much for him. The mirror test will often mean that he will have to improve markedly his quality and service. It is difficult to advertise a second-rate thing.

A study of retail store advertising reveals the fact that few advertisements do accurately reflect a house. Unless a firm becomes synonymous in the public mind with a certain quality of merchandise and a definite character of clientele, and unless it becomes synonymous with its location in the public mind, the advertising is not performing its task.

There are concerns using no end of space, lavishing money and effort, who do not succeed in creating a definite portrait of the house. This failure comes of the attitude that an advertisement is simply something to put in the paper to "drum up trade," as the old-fashioned merchant expressed it.

If you will take at random a newspaper in a city with which you are not familiar, read the advertisements, and then call on the houses represented, you will discover the absolute inadequacy of the advertising impression. The voice is that of a singer of empty phrases coming from a void. Until advertisements are written by men who are masters of portraiture with the pen, this condition will exist,



# The Railway Service Unit

30 Church Street

608 S. Dearborn St., Chicago 6 New Orleans, Mandeville, La. San Francisco

"The House of Transportation"

New York, N. Y.

6007 Euclid Ave., Cleveland

Washington, D. C. London

Five Departmental Publications serving each of the departments in the railway industry individually, effectively, and without waste.

# The Use of Color in Selling

The Present-day Color Sophistication of the Public Has Placed a Powerful Weapon in the Hands of the Wise Salesman or Advertiser

## By Grace W. Ripley

EOPLE buy or refuse to buy according to their feelings, but their feelings can be shaped to a large extent by the proper use of color. There are certain psychological reactions in color upon which the salesman can count in dealing with a large number of people. Once he realizes it and takes advantage of this truth, he lays hold of a powerful selling force. You can make people do things through the influence of color.

Today is incalculably more colorful than yesterday. Color is in the hands of the buying public. Color is loved and understood as never before. To be up-to-date in color is to be thoroughly alive. The use of cosmetics is practically universal. The "hick" customer has disappeared and the drab characters who formed a large part of the population of New England and other northern sections are no more. Old ladies are abolished. Men are heading into color. New textures, new scintillation, new subtleties of color appear daily. Business interests must be one jump ahead of the public.

The business man must be alive to the newest trend. The greatest losses will be through the miscalculation of color trend. The salesperson who is not color-conscious will no longer suffice. There must be fresh intelligence in display, great wisdom in buying, correct appeal in advertising, and real knowledge on the part of the salesperson. The woman buyer knows what an asset correct color is to her, but she also knows that it is a difficult thing to achieve and she grasps eagerly at intelligent help.

In selling color to the public I have discovered that the important thing is to know the characteristics of colors. For instance, there are five important reds in dyes with distinct characteristics. It is jumbling

these reds which gives the most pain to the public. Store keepers should keep colors belonging to different families separate except when they are combined with great care.

There are three essential blues, two essential yellows, one orange, one green, one violet. With these members of the dye family all colors may be approximated. When the color theory is completed, one discovers that there are four instead of three of the commonly discovered dimensions of color. There are hue value and intensity, and then there is scintillation or vibration, a trump card with the public.

IN nature, iridescence of texture is so much a part of color that one cannot think of them separately. One must play safe with color and stick to basic color loves, except when one wishes to startle the public and attract by making a sensation.

The present age is one in which the so-called common people have come into the knowledge which formerly belonged only to the highly educated. All people are now sophisticated in color. They know that cerise and purple, green blue and purple, and even orange vermillion and cerise are colors to be worn and enjoyed. Dissonances and discords are popular. There are new colors, jazzy colors, fascinating discords in color, just as there are new dissonances in music. The oriental thought is being fused with the occidental. The Chinese know about the delight of dissonances in color; so did the Prussians, and the Indians since the ninth century.

Orange makes happiness. should be used in homes and in dress, in small or large quantities. Yellow is a color which is trying to most skins. We can make lamentable mistakes in the use of this color. It is no accident that makes the quarantine flag yellow. A heavy yellow symbolizes disease.

every color has its intrinsic worth and value in some situation, just as in the new music there are strange rasping noises and shrill shocks which formerly would not have been thought to be musical notes. But dissonances and discords have great value in waking up the audience to the perception of beauty which becomes saccharin when too much harmony and balance is produced. French harmonists instinctively know this and they manage to keep us both interested and irritated.

There is nothing absolute in color, and in that lies its great fascination. This formula might be given: "If your color scheme does not register, try vibration." Try it on the front gate, the door. Already it appears on many advertising folders and on some painted furniture. I have before me a beautiful colored booklet advertising the Canadian Pacific cruises of 1925-26. could the amazing experience of a trip around the world be symbolized on one cover? They have done it by a futuristic vibratory arrangement of colors, prismatic in effect, into which glimpses of exotic scenes are introduced. This beautiful booklet is one of the finest examples of futuristic and vibratory color.

WHEN I design a play, I first read the play and pick out its greatest movement. I do not begin at the beginning. I begin at the climax. While my mind is fresh and clear, I take out this great movement and then I pick out the outstanding figure and make her stand out. I carefully pick colors which command attention and I balance them so as to give an adequate shock to the eye.

My remaining effort with that scene is to see that nothing on the stage can interfere with my leading lady. I allow the rest of the scene to be interesting as background and as a support. The same rule of procedure would work out well in de-Every rule has exceptions and signing an advertising booklet, a

Portion of an address before the Thir-teenth Annual Business Conference, Rabson Park, Mass.

[CONTINUED ON PAGE 86]

EWS, THURSDAY, AUGUST

t than systematic hyp

#### THE INQUIRING PHOTOGRAPHER

Every Day He Asks a Question and Pictures Those Questioned.

THE NEWS will pry \$5 for every question submitted and used in this column. Today's sward goes to Edward Ham-burg, 1388 Plimpton ave., Broax.

THE QUESTION. Should Winnie Winkle give Mike Mulligan another chance?

THE PLACE.
West 60th st. and Broadway.



on her in every way."

Thomas F. Clarke, Amsterdam ave., bookkeep.

er: "Certainly, Mike is a highearted fellow. He wonld do anything in the world for Wunnie, and there can be no doubt about his love and respect for her. Bootleg-



Miss Rath Herskowitz.

Thomas J. Fahey, West 122d st., clerk: "She certainly shoold not. She is well rid of him as a lover. Of course, she can be frieedly to him, but she should leave no him. but she should leave no room for doubt in his thick skull, if anything can penetrate that solid ivory, that love is out of it entirely."



Miss Lillian Knott, West 60th
st., secretary:
"Yes or no.
depending nitogether on
whether Winnie
loves Mike. She
will eventually
decide that
question for
herself and her
host, of:admirers. She is
to
do anything nnfair or foolish."
Thomas J. Ryan. Amsterdam

Thomas J. Ryan, Amsterdam

Thomas J. ave., account-ant: "Of course. Isn't Mike Irisb? He is bound to win, because he has the resolve and prrpose to win, and he doesn't know the meant of the word de-feat, or few other words for



At 11 A.M., August 10, 1926, on West 60th St., corner of Broadway, New York-

The Inquiring Photographer of The News asked the first six people he met ww "Should Winnie Winkle give Mike Mulligan another chance?" %% The first six people knew what he was talking about and were able to give him answer. FF Six out of six! Only a Million circulation makes such coverage possible!

The Inquiring Photographer is an institution of The News. Armed with a camera and a question, he fares forth daily and reflects people and opinions. Six reflections, visual and verbal, fill his column. The questions asked are suggested by readers, and the answers sometimes serve to show what interests people and how much interested they are in various topics.

Now the question asked on August 10th (for the issue of the 12th) was a queer one for anybody not a News reader. Winnie Winkle is the character on a comic strip which appears in New York only in The News. Winnie is a working girl, and of late has been much harassed by the attentions of one Mike Mulligan, a poor but more or less unworthy young man very much in love. On one previous occa-

sion the heroine was about to be married to Mr. Mulligan, but was lamentably left waiting at the church.

Just a comic-strip heroine a foolish, frivolous business— BUT, the first six people asked that question knew Winnie! The first six out of six million were News readers. The first young woman interviewed was not only a News reader while visiting in New York, but a Chicago Tribune reader at home, and so familiar with

Could you pick any six people, one after another, in any part of New York, and get six readers of any other newspaper? No-because no other newspaper has 86 per cent of a million plus circulation concentrated in New York City. And if Winnie Winkle happened to be the name of your product or a character in your advertising, would the first six people asked know about it? They might if your advertising appears in The News. No other newspaper can give so comprehensive and certain coverage.

The News reaches almost everybody in New York-at one time, in one medium, at one low cost. The small page with the high visibility, the small paper with limited advertising, combined with the largest daily circulation in America, makes the News an essential medium in the first market of America! Get the

# THE NEWS New York's Picture Newspaper

Tribune Tower, Chicago 25 PARK PLACE, NEW YORK

# A Salesman Looks at Advertising

## By John J. McCarthy

lications I am, like other mere salesmen who must work for their daily dole, always interested by the many success stories: stories of men who have fought their way from being little shopkeepers to becoming great merchants; stories of newsboys who have become publishers, of filling station lads who grew into large operators of petroleum companies-all alert, farsighted "men who do things."

Here is business romance; my relief from the humdrum day-in-andday-out selling grind. I like these stories because in my regular routine I call upon the counterparts of those likeable, pleasant fellows who have arrived. Imagine how I enjoyed a story in one of these papers a few months ago about one of my own "star" customers. He handled our line exclusively, and much of the success he had had was due to the popularity of our widely advertised products. However, unlike a number of those featured in the success articles, he remembered the cooperation we had given him. He responded by lauding both our house and its products.

What a boost this was for our products! I clipped the story and mailed it to our advertising manager, who promptly made it into an advertisement, which he inserted in all the trade papers that go to my trade.

The advertisement was a hit. I am still marking up the business that it brought in. Practically all my trade saw it, and those who did not had a chance to view the copy which I carry around in my portfolio.

The excellent results which I personally got from this testimonial advertisement made me wonder why my company and other advertisers did not use more testimonials, especially in the trade papers. The readers of such publications view products sceptically. They must be shown how the products will make money for them. And I know of no more effective demonstration than positive proof in the form of a printed testimonial.

However, I am not an advertising man, and I am going to try to re-

our company who cannot tell-youwhat's-wrong-with-the-company's-advertising.

Such a resolution, however, does not prevent me from examining the advertising pages of the trade papers I subscribe to. In looking these over recently. I was surprised by the dearth of testimonial advertising. I really could not understand why so many advertisers neglect the opportunity to tune in with the spirit of the editorial contents, to strengthen their advertising copy with testimonial facts proving to dealer-readers that their products assure quick turnover and mean real profits.

DECIDED to find the reason. And my experience in getting at it explains why this peddler has suddenly turned writer. I talked with a number of sales and advertising managers, asking their frank opinions on testimonials and their use in trade paper advertising.

Their replies agreed in one respect: all testified that testimonial advertising was splendid trade paper appeal; that it created good will for the company, and brought in results. The main reason that a number of these advertisers did not use testimonials more frequently was that they were hard to get. That is, the right sort of testimonials, suitable for making good advertising copy.

All the advertisers I conversed with had, at some time or another, made sincere efforts to secure testimonials from the trade. Some had tried to get them through questionnaires.

"Many of the dealers to whom we sent our questionnaire," stated one advertising manager, "became suspicious. They thought that we wanted the information for purposes other than advertising. They classed us as busy-bodies, and didn't hesitate to tell our salesmen as

"This put the salesmen against the idea. After a few words from their eustomers, they were eager to smash the questionnaire in every instance. Even though we would follow up with a very courteous

S an avid reader of trade pub- main the one remaining salesman in letter, offering to defray expenses incurred in securing the information, the dealers simply would not cooperate. We had to abandon the idea.'

> Another sales executive endeavored to have his salesmen get the testimonials. This system, too, had its shortcomings.

> "One year, we decided to confine all our trade paper advertising to testimonials," commented this sales manager. "I thought that it would be fine for the men in the field to send us the information about their various accounts. Some did. They usually puffed their accounts too highly and played upon certain features that were not exactly good advertising copy. These reports were little help. In most cases the photographs, when they deigned to send them, were worthless. I believe that we got about one photograph in which our star salesman did not appear. In all the others he usually crowded the dealer completely out of the picture.

> "The few testimonial ads we did run brought us trouble. Taking the salesmen's word about an account, we went ahead and based our advertisements upon their data. These ads went over big-for the other fellow. They cost us the business. They either were obnoxious to the customer or featured certain phases of his business so well that our competitors were fired by ambition to go right out and land the account.'

> SECOND sales manager also A courted trouble by relying upon his salesmen for testimonials to be used in trade paper copy.

"My boys responded well enough to the plan of securing testimonials," regretted this gentleman, "but most of them wanted their own star customers limelighted in every ad. They took it for granted that we would do this. Hence, without taking the trouble of consulting with us, they went ahead and promised their customers prominence in our trade paper advertising.

"Naturally, we couldn't feature everybody. Net result: the salesmen were peeved; the customers piqued; and business suffered."

However those companies which

[CONTINUED ON PAGE 68]



One of the first middle western newspapers to give its readers a rotogravure section was The Des Moines Sunday Register.

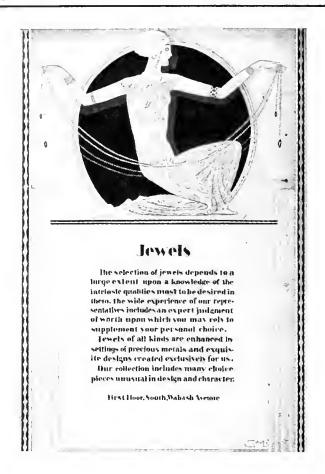
Rotogravure quickly "caught on" with Iowa. The circulation of The Sunday Register climbed from 60,000 to 150,000 in eight years.

This roto section is from 8 to 16 pages an issue. It is highly localized, filled with pictures with an Iowa appeal. Six staff photographers cover happenings of interest over the state. It is the only rotogravure published in Iowa—a market of two and a half million people of above the average buying power.

Advertising lineage follows reader interest. The Des Moines Sunday Register carried 206,688 lines of rotogravure the first eight months of 1926—an increase of 53,865 lines over the same period in 1925.

# Des Moines Sunday Register

Over 150,000 readers and 99% in Iowa





TONTHEORNIDESOTASTE



# The Return of the Fat-Face

#### By Keat D. Currie

**\** LANCE through the pages of any fashionable magazine and note the preponderance of bold types. Several years ago you found them mainly used only for captions, but now you will likely as not find them in the text, everywhere and in unexpected places. The fact that they are in use in so-called fashionable magazines is of considerable importance: they, indeed, are the models to which many students turn to study "atmosphere," and the influence may be further reaching than first thought would indicate. We already find Bodoni Bold in use as a book face in "Full and By." the volume with the rollicking illustrations of Edward A. Wilson. In that one case it may have been used with malice and forethought to get a slightly dizzy effect, but . . .

Just about a year ago, in No. IV, So, we add Munder I Vol XVIII of the Linotype Bulletin, to that gentleman's en Mr. Bartlett called general attention to the Laecherlicheschriften which promised such danger to our national typographic development, saying, "These welters of typographic gargoyles catch the eye not by attraction to that gentleman's en Made without these curves," it has the curves, it has the goes with strength an tality to make it respendingly to make it respendingly. It is not the sensibilities. . . ."

tion, but by shock. They do not compel attention. Attention means reading, and reading is the last thing that the troubled eye and mind try to do, or can do, in their presence."

Contrast this with a quotation from Barnhart Brothers and Spindler, founders of Cooper Black, Publicity Gothic and other popular darkish faces, in an advance showing of Munder Venezian and Munder Bold: "Despite divers and diverse dissertations by learned men of bookish bent, the orders keep the boldface matrices hot upon the casting machines. We would be not only blind to what is plain to see wherever business printing of the Here and Now is done, but also dumb should we fail to heed so real a need as that of the legion of advertisers for strong types with which to tell about their wares. So, we add Munder Bold (probably to that gentleman's embarrassment]. Made without these 'sweet insipid curves,' it has the capability that goes with strength and a genteel vifality to make it respected and liked. . . . [it] soothes the eye and satisfies That alliterative aphorism may be clever selling patter, but it is, also, catnip. "Strong" and "soothing," when it comes to type, are mutually exclusive.

One type founder blames it on the other, and another blames it on demand. But "demand" is a difficult thing to pin down; does demand make the types, or do the types make demand? The cry goes up for bold and bolder types—curiously enough it happens at the same time we are reviving the types of Garamond and introducing Cochin, Italian Old Style and many other exquisite faces—until today even Goudy designs a heavy, black type which, surely, has no classic prototype.

It is not a simple matter by any means to place the final responsibility; though more than likely it would be upon the advertising art directors after all, rather than the type founders

It is possible that the vogue for hand-lettered captions has had something to do with it, and, unfortunately for typography, most of the best handled ones have been bold.

[CONTINUED ON PAGE 86]



Not long ago we made an interesting test. We asked the general manager of a busy department store in a city of 16,000 to save for us all direct mail matter of an advertising nature that came in during the week.

ungle

After three days of it he threw up his hands — "This is too much! Take it away!" There were no less than 793 separate pieces, proclaiming the virtues and broadcasting the benefits of this, that and the other thing, from filing cabinets to monogrammed garters —793 promotive missiles hitting a small store in three days!

What chance has your pet sales argument in competition with the other 792? Send it out in the form of directive MAIL—where you know it will be seen and studied. Send it out as part of a paid-for service that is ordered, awaited and put to work by more than 30,000 retail stores over the country.

For the department store market, the Economist Group is the "one and only"—its advertising pages the finest kind of directive MAIL. Your fast, certain, economical was to the minds of the men who matter. If you need help, come to headquarters to get it!

IRECT mail may be good, often is—but these days it has to be better than good to get past the barriers that every busy executive builds up between him and the outside world—unless it carries a real idea, a known name or some other striking evidence of worth.

But directive MAIL—by which we mean mail that is certain to guide the business action of those who receive it, is by very nature productive mail. Noblesse oblige—such material is ordered, needed, wanted, paid for, sure to be put to good use.

Pick up any example of the Economist Group, for instance. The thousands of buyers and department heads for whom that issue was published have paid their good money to receive it. They have bought its editorial pages—they have bought its advertising pages. They will buy and sell what you have to offer, provided your product fits their businesses—and their businesses are big. Tell and sell the merchant and he'll tell and sell the millions!

We have no quarrel with "direct mail,"—under certain conditions it can be a highly effective selling force. But we have unbounded faith in the power of directive MAIL—a faith backed by cold logic, bolstered up by market understanding and brassbound by results. We would like to talk business with anyone who is hoping now or later to "open up the department store market." It can be done!

# The ECONOMIST GROUP

DRY GOODS ECONOMIST

**MERCHANT - ECONOMIST** 

The ECONOMIST GROUP reaches buyers and executives in more than 30,000 stores in 10,000 cities and towns—stores doing 75% of the business done in dry goods and department store lines. Ask aid: 239 W. 39th St., New York—and principal cities.

Telegraph and Tele-

General Expenses

Warehouse Salaries

Salesmen's Traveling

Brokerage, Commis-

Sta-

Office Expenses

Printing and

phone

Expenses

tionery

Rent.

Exchange

Advertising

# How One Company Controls Selling Cost

# By James M. Campbell

N the September 8th issue of ADVER-TISING AND SELL-ING, you will find, beginning on page 32, an article, "How One Company Controls Production — Sales-Buying." The article you are now reading tells how that same company controls Selling Cost.

The method in both cases is the same: budgetting.

The management of the Blank Company prepares and keeps before it, constantly, Master Budget, which governs production, buying and financing; and, at the

same time, inspires the Sales depart-

In many manufacturing establishments, there is a lamentable lack of correlation between departments. Especially is this true of the production and sales departments. The factory goes ahead and produces without knowing whether its output is being—or can be—sold. In like manner, the sales department goes ahead and sells without knowing, most of the time, whether it is selling more or less than is being produced. If the factory output is greatly in excess of the ability of the sales department to sell, it is only a matter of time until factory operations must be curtailed. On the other hand, if the sales department runs away with the factory end of the business-sells more than is being produced- the results are almost equally unsatisfactory. In one case, a shut-down is likely to occur; in the other, the factory may have to work over-time.

The Blank Company, by budgetting, avoids both. Also, by budgetting, the Blank Company makes over-buying of raw materials and over-borrowing of money practically impossible.

Master Budget Selling Cost							
Office	Office Salaries		Salesmen's Salaries	Postage	Tel. & Tel.	General Expense	Office Expenses
Chicago	1925 Jan. XXXX Feb. XXXX Mar. XXXX AFr. XXXX AFr. XXXX Aug. XXXX Aug. XXXX Cot. XXXX Dec. XXXX Dec. XXXX	1926 XXXX XXXX XXXX XXXX XXXX XXXX XXXX XXXX					
St. Louis	•						

Just how this is done was told, in in the aggregate, they will not detail, in the last issue of ADVERTIS-ING AND SELLING. Remains, for consideration, the matter of controlling Selling Cost.

It is not difficult for any well-organized business enterprise to estimate what its sales will be for any given period. The record of the past is, of course, an invaluable guide. Using that as a basis and making allowance for business conditions, stocks on hand, activity of competitors, probable price trend, etc., it is possible to reach conclusions as to future sales which are amazingly accurate.

BUT it is not easy to determine Selling Cost—or to control it. Yet the Blank Company does bothby budgetting. Here, as in estimating sales, the record of the past is the factor of greatest importance.

The items which enter into Selling Cost are of two kinds: (1) those which are fixed (or practically so), and (2) those which vary.

Fixed—determinable—items in the case of the Blank Company are:

Office Safaries Salesmen's Salaries Postage

sions, Drayage, Outside Cartage, Joint Car Distribution, Storage. These expenditures, as has been said, are fairly con-

stant. They do not vary much from month to month or from year to year. And it is, therefore, safe to assume that

be much more or much less in 1926 than they were in 1925. What they amounted to, in 1925, is a matter of record. It is accepted as a guide for 1926; and, divided by twelve, a budget for each branch office is established for each of the twelve months of that year.

In addition to the items listed above, are such other expenses as:

Outward Freight Discounts Reclamations Rebates to Cover Declines in Price Raifroad Claims Bad Debts Fire Insurance Liability Insurance

These are not controllable. volume of business determines the amount paid for freight; and there is no way of determining, in advance, what discounts may amount to or what the sum-total of rebates to cover declines in prices may be. Nevertheless, they are budgetted by the Blank Company precisely as are controllable items.

Each branch office has its own Selling Cost budget. There is also a Master Budget for the information and guidance of the vice-president

[CONTINUED ON PAGE 84]

# The J. Walter Thompson Co.

#### DEFINES THE CLEVELAND MARKET

I N the recently issued "Fourth Edition" of The J. Walker Thompson Company's book, "Population And Its Distribution," the retail shopping area of Cleveland is stated to be the counties of Cuyahoga, Ashtabula, Geauga, Holmes, Lake, Lorain, Medina, and Wayne.

Of great importance to national advertisers is this unbiased information from one of the largest agencies in America.

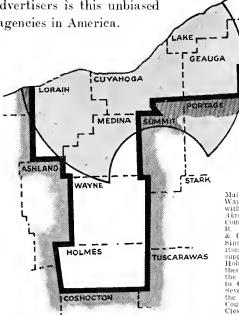
It bears out our contention that the Cleveland Market is extremely small for a city of its size (Cincinnati's market includes 21 counties, Columbus market includes 11 counties); that The Cleveland Market does not include Akron, or Canton, or Youngstown; that these other cities have markets of their own; that these other markets need separate cultivation!

With two slight revisions (see note at right) the Cleveland Market as defined by the Thompson Company coincides exactly with the opinions of the Audit Bureau of Circulations, Editor and Publisher, 22 of Cleveland's leading retail mer-

chants, 45 distributors and jobbers of nationally advertised products, 206 Northern Ohio grocers, the Ohio Bell Telephone Company, and The Cleveland Press.

Here is additional proof that the TRUE Cleveland Market is bounded by a 35-mile radius of Cleveland. Here are FACTS!

Heed them! And when you do—and when you choose the newspaper to carry your message to the people of the True Cleveland Market—you will choose The PRESS! For The Press is Cleveland's FIRST Advertising Buy.—



Main highways connecting wayne and Holmes Counties with Cleveland run thru Akron. Wayne and Holmes County Railroads (Erie, B. & O., Penna, C. A. & C.) also run thru Akron. Since Akron is a market in itself, isn't it reasonable trappose that Wayne and Holmes County people trade there instead of traveling the extra 45 or 50 miles to Cleveland?

SHTABULA

Several surveys made among the poople of Ashtabula County — 60 miles from Cleveland—have proved that over 90 per cent of the shooping is done at home, and that of the balance, about 7 or 8 per cent is done in Erie, Pa. while not more than 1 per cent can be accredited to Cleveland.

Ashtabula County can be considered either as a market in itself or as a part of the Eric (Pa) Market. It is not in the TRUE Cleveland Market. Further information on this situation will gladly be supplied by the National Advertising Department.

The Cleveland Press

NATIONAL REPRESENTATIVES: 250 Park Avenue, New York City DETROIT : SAN FRANCISCO

CLEVELAND

FIRST

IN



ALLIED NEWSPAPERS, INC. 410 N. Michigan Blvd., Chicago SEATTLE: LOS ANGELES

LARGEST IN OHIO

# Developing Sales and Salesmen

## By B. J. Williams

Director of Sales, The Paraffine Companies, Inc.

EGITIMATE business of every kind today recognizes its duty and its obligations to society, and no business may be accounted a success that is not built on a foundation of honesty, square dealing and service. I grant you that the term "Service" has been greatly overworked, but there does not seem to be another word that quite covers the case. I have searched high and low for another or a better word, but without success.

It is not enough that this attitude of service be reflected by the owner or manager; it must run through the entire personnel of the organization. Most owners and managers appreciate its importance and lay stress upon it with their employees -indeed are quick to criticise any lapse. But the thing that they overlook is that one cannot expect a man to be genuinely and wholeheartedly interested in one's business unless one is interested in him. It is not human nature for a man to be enthusisatic about an institution unless he is made to feel that he is a part of it. Permit me to suggest, therefore, that over and above everything else, you properly evaluate this side of your business, keeping in mind that while your employees must be properly remunerated, there are even to them bigger things in life than money. In your relations with your associates and employees, therefore, there should be a spirit of friendliness and genuine interest. In no other way can enthusiasm and loyalty be developed to the highest degree. It is just as important that the boss or owner of the business sell himself to the office boy as it is that the office boy sell himself to

This does not mean an undue and intimate personal contact or familiarity, but a sincere regard for the employees' personal interests and an honest desire to treat them fairly. In selecting employees a careful study and analysis of the job should be made first, and then applicants should be studied to see that they possess the necessary qualifications There are a lot of square pegs in

round holes, and vice versa, simply because not enough attention has been given. Regardless of a man's ability to sell or perform other duties satisfactorily, he should not be taken into your organization unless he is clean, honest and dependable. Remember that to many, if not most, customers your salesman is the concern—his standard of living and his conduct is presumed by them to represent your personal

HOW very important it is, then, that the men associated with you properly reflect your ideas and ideals. Most men have selected their merchandise and location with great care, and keep a watchful eye and spend money freely on buildings, display rooms and other physical equipment, overlooking, however, in many cases, the fact that the men and women associated with them represent the most important elements in the business and arc. therefore, among their most valuable assets.

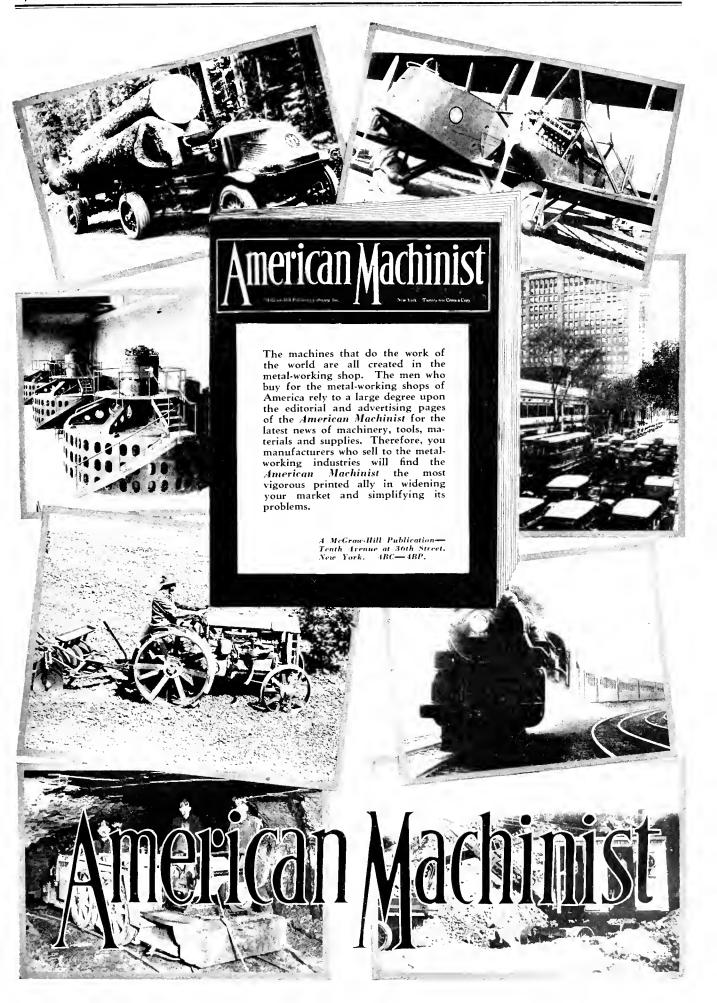
Taking up the question of selling and salesmanship. I know no subject that has been surrounded with as much mystery and misinformation in recent years as selling. 1 have no use for psychology as taught with reference to salesmanship; it is "the bunk" absolutely. I have been engaged in personal and executive sales work for thirty-five years or more and I have never yet seen a salesman of outstanding ability developed as a result of study or teaching based on applied psychology. Now do not misunderstand me. I have no quarrel with genuine psychologists, nor with the science of psychology; but I have no use for the pseudo-psychologists and fakirs who take money away from honest, industrious, ambitious men and women under the guise of making super salesmen of them in a week or ten days, following a course of lectures based on the use of applied psychology in selling. I have no use for "high powered" salesmen, socalled "scientific" salesmen or "super" salesmen, nor do we have any in our organization.

I learned a very valuable lesson from a group of Boy Seouts some months ago. One that I would not exchange for a thousand dollars. I had been invited by Phil Teller, now a member of the U.S. Shipping Board at Washington, D. C., to give a talk to the San Francisco Boy Scouts on selling, with special reference to securing subscriptions for their national paper, Boy's Life, on which there was to be a countrywide campaign. I began my talk by asking how many of the boys could run an automobile. Every hand went up. Did you ever see a boy who could not run an automobile? "Now," I said, "boys, what was the one big thing you had to learn before you could run a machine—the one big thing?" They looked at me. then at each other, then at me again. "Come on, boys, what was it? The one big thing?" A boy in the rear finally arose and said, "You must have gas in the tank." Others, taking the cue, followed with "You must have air in the tires"-"must know the traffic laws"—"must watch the speed cops," etc., etc. "But," I said, "boys, you don't understand. These are a lot of little things; what I want to know is what was the one big thing." Again they looked at each other and at me. Finally I said, "Boys, there is no one big thing to learn to run an automobile, but a lot of little things, and that's the way it is in selling."

I have related this experience to

Portions of an address delivered before the Furniture Market, San Francisco, Cal-

[CONTINUED ON PAGE 52]



# The 8pt. Page Odds Bodkins

NE of the refreshing things about visiting Chicago is that there are always interesting new outdoor advertisements along the boulevards. On this trip I noticed three in particular.

One was the Stewart-Warner sign on Michigan Avenue that changes its copy completely three times in less than three minutes. All done mechanically with a series of triangular sections, on the three faces of each of which are strips of different pictures, which arrange themselves to form the three pictures in turn. (Probably some reader will write to inform me that this sign is old; that they've had them in Birmingham, Alabama, for fifteen years. Well, I don't mind.)

The second outdoor sign that attracted me was one by Schiller, florist. His painted bulletin on the North Shore Drive inquires:

"Does your husband still send you flowers?"

Mr. Schiller is evidently a close student of human nature, which is by way of accusing him of being a psychologist.

But the sign that interested me more than either of these, and more than any other ontdoor sign I saw in Chicago, was a very long painted one on the drive reading:

The Commissioners of Lincoln Park announce that this drive will be completed as far north as Montrose Avenue by the summer of 1927.

It was the very simplicity and matter-of-factness of this sign that interested me. A commission talking to the public in the most natural way, answering their question through a medium of advertising.

When this idea spreads, when city governments, state governments, the national government, learn to talk to the public in this same direct, informative way, in the newspapers and magazines and along the public highways, we shall begin to arrive at a really workable democracy, for we will all known what we are doing and where we are going. For, let a commission, a commonwealth, or a country go on record in direct statements in advertising space as to what it is doing or proposing to do, and it will think twice before it writes the copy. And just as the manufacturer who starts to advertise generally begins forthwith to improve his product, so will the sponsors of this type of advertising study to improve their performance.

-8-pt-

Fletcher Montgomery, of the Knox Hat Company, remarked to me the other morning, "Why don't automobile advertisers come out more definitely with the exact terms under which their cars may be purchased? I think they would get a great many more people figuring on buying their cars than they do with their general references to 'easy terms' or 'deferred payments.' "

Two or three days later 1 ran across a newspaper advertisement of the Packard Motor Car Co. of N. Y. in which I encountered this paragraph:

"The Packard Six five-passenger sedan with all necessary accessories costs but \$2788.78 delivered at your door, freight and tax paid. Under our liberal budget plan of purchase the down payment is \$733.76 and the monthly payments \$194.02.

"We will credit the allowance for your present car against the down payment. If there is a surplus it goes to reduce your monthly payments thus making the required cash outlay at any one time very low." "The Packard Six five-passenger sedan

I supposed I was studying this with nothing more than professional interest, when suddenly I caught myself figuring to myself, "Why, on such terms I could buy a Packard most any time without any violent strain—if I were not averse to deferred payments." Ever since, I've been watching the Packard advertisements, and at the same time keeping one eye on myself lest, in spite of everything, I succumb to this advertising even though I do not need a new car!

The last time I was in Cleveland I got a real shipboard thrill from this





newspaper advertisement of the Cleveland Trust Company's travel department. It strikes me that this is a mighty powerful sales angle for an ocean travel advertisement.

-8-pt-

Life recently conducted a European travel contest. Gilbert H. Durston, advertising manager of the Mohawk Carpet Mills, who has traveled widely in Europe, became interested in unraveling the errors in a series of letters supposed to have been written from the Continent, and upon the correction of which the contest was based.

Lunching some weeks ago at the City Club with a friend who is connected with a well-known periodical, Major Durston enlisted his companion's aid in correcting some of the errors, which were largely mis-statements of historical fact. The friend promised to verify certain of the disputed points.

The contest closed on July 13 and in the meantime Durston had entirely forgotten the contest and his fleeting interest in it. On the afternoon of the 12th he was in a distant city when his hotel informed him that his home office was making desperate efforts to reach him by long-distance telephone on a matter of great urgency.

Communication was finally established with considerable delay and expense, and a worried secretary told over the wires of a long telegram, apparently in code, which had been received that morning.

"Repeat the telegram-slowly," directed Durston, considerably concerned. And this was the message that came over the wire:

MOHAWK CARPET MILLS AMSTERDAM FOR DURSTON IMPERATIVE YOUR PAPERS REACH NEW YORK BEFORE MIDNIGHT THIRTEENTH STOP CHEMIN DES DAMES MEANS LOVERS LANE STOP MADAME TUSSAUD LIVED AT VERSALLES STOP COLDSTREAM GUARDS NEVER SERVED IN BRITISH NAVY STOP JOAN OF ARC HAD NO CHILDREN STOP SHAKESPEARE NOT A TWIN STOP HOPE YOU WIN STOP

Followed by the signature of a wellknown woman's magazine!

-8-pt-

"To a married man with two children." Heading of Alexander Hamilton Institute advertisement. Excellent!

# Preferred by 90 Per Cent of All Kitchen Utility Advertisers



Advertisers of kitchen utilities who used The Milwaukee Journal exclusively in 1925:

Absorene American Family

Soap Black Flag Climalene

Drano

Flit Fly-Tox

Kirk's White Flake Soap

H-H Cleaner

Larvex

Metal Glass Polish

O'Cedar Polish Odor-Kure

Old Dutch Cleanser

Putnam Dyes Rat-Scent Rit

Rub-No-More Soap

S.O.S. Cleaner Soapine

Sunset Dyes

Tanglefoot Fly Spray U.S. Jar Rubbers

Wynn Cleaner

Advertisers who invested more of their 1925 appropriations in The Journal than in the other two Milwaukee papers combined:

C-It Chase-O

J. S. Kirk & Co. Kitchen Klenzer

Diamond Dyes Duz

Little Bo Peep Little Boy Blue

Kao Energine Rinso

Gold Dust

Tobey Polish

**DVERTISERS** of kitchen utilities invested more than four times as much in The Milwaukee Journal last year than in the other two Milwaukee papers combined.

Thirty-eight of the 42 advertisers in this classification concentrated in The Journal, and 24 used this newspaper exclusively to sell their maximum volume in this market at the lowest possible cost per sale.

Your opportunity for building business in this rich and stable market is exceptional because you need only one paper here.

More than one half million people, including more than 4 out of every 5 Milwaukee families, read-

# IILWAUKEE

BY IRST  $\mathbf{M}$ 

# How the Warehouse Speeds Up Deliveries

[CONTINUED FROM PAGE 25]

The warehouseman reports to the manufacturer the appropriate information, using the ordinary warehouse forms of report. The manufacturer invoices the goods to the wholesaler in the usual manner, and the transaction is completed.

But—note this—the jobber gets the goods within an hour or two,

For turnover ratio the accredited list of the warehouse cannot be beaten. It enables the wholesaler to fill orders instantly, and yet without obliging him to carry excessive stocks. When he falls back on the warehouse for such emergency deliveries, he has sold the goods before requisitioning them. The turnover is immediate; and payment from such retailers as "take the discounts" falls due on the very day that the manufacturer's invoice matures for the same goods.

NE further step is needed. The ME inther step is necessary manufacturer provides the warehouseman with a list of customers who are privileged thus to requisition on their own behalf. This is the "accrediting" part of the arrangement. The list is ordinarily in the form of a ledger, although, of course, large users of this system have developed a business form for the purpose. As a rule, also, a limit is set to the credit to be granted to each customer; some are classed as "only C. O. D. accredited customers"; there are occasionally further classifieations, but all these are matters of detail. From time to time the manufacturer cancels, adds to, or modifies, his list, but nothing of difficulty is herein

The warehouseman keeps a card index file for each manufacturer, with cards for each accredited customer. Other necessary data are carried on these cards. When the credit is canceled by the manufacturer the card is marked to correspond, and so on.

One warehouse last winter showed me a list of thirty-nine automotive manufacturers who maintain accredited lists with that warehouse, the list being longer than any automotive list before encountered. Another warehouse tells me that it has over 200 stocks of goods in store with accredited lists to correspond. "This is a particular service," says a Chicago warehouseman, who is a leader in the industry, "that is being rendered by public warehouses more and more extensively."

"The accredited list," remarked a manufacturer of baby cabs, "has become the backbone of our business. We ship them in carloads to warehouses. The most the retailer needs is a sample

or two. He has a carload at his back, and the fond mothers can't come fast enough to deplete that reserve stock."

National distribution is the goal of the manufacturer. Such distribution means both urban and rural sales outlets. It may be perfectly correct to state that the city of Albany will absorb more electric fans than the whole State of Nevada; but the manufacturer desires both markets, and aims to saturate both of them with his product. Then, when it comes to such a product as leather boots or picks and shovels, Nevada will outrun Albany; but, again, the manufacturer covets both markets.

Now, since the retailer will not stock far in advance of calls for the goods (and often could not afford to if he would), and since every wholesaler is entting down inventories in order to jack up his turnover ratio, the manufacturer's position becomes clear. He must choose between: (1) taking the risk that wholesalers will be out of stock for his goods and thus be unable to supply retailers quickly; and (2) himself seeing to it that wholesalers never lack the goods.

No manufacturer desires the first of these alternatives. The obvious happens. The manufacturer ships his goods in carload lots to a public warehouse, conveniently located with reference to wholesale distribution. In this manner the two problems are forestalled: the jobbers does not have to wait for freight shipments to arrive and he never disappoints the retailer by a back-order slip.

THUS the producer's goods are always close to the market, ready for spot delivery. Sales by wholesalers are not lost because it becomes necessary to substitute some other article that is "just as good." The consumer demand, created by the advertising and reputation of the product, is not sacrificed just because some unknown retailer did not have the article on his shelf. The reserve stock of goods is so close at hand that delivery is not delayed beyond a few hours.

A manufacturer who uses this method of accrediting his customers with warehouses patronizes many warehouses. A spot stock in each city where a sales branch is maintained is not sufficient. In fact, the accredited list is hardly needed within the city where an agency exists.

The cost of warehousing at one point differs but slightly from the cost in another city two hundred miles away. If the manufacturer of a national product, with good sales volume, desires to dominate his market all the time he might, as an example, maintain a sales office in Cleveland for northern Ohio. From this office his men would travel this territory.

SHOULD this manufacturer, how-ever, attempt to maintain only one spot stock, and that in Cleveland, he would miss the opportunity given him by public warehouses. Deliveries would be too slow for much of the district. He might, on the contrary, fittingly hold warehouse stocks at Akron, Mansfield, Youngstown, possibly at more centers. providing each warehouse with an accredited list of customers within trucking distance. In this manner all customers of the manufacturer within these smaller cities would be within one hour of fresh stock, and no customer in northern Ohio would be more than three hours by truck from complete stocks.

It must be borne in mind, always, that the public warehouse is not a morgue for dead stocks. The factory has not sold the goods when they are consigned to a warehouse. The goods are, indeed, closer to the market. They are, for banking purposes, technically "in the process of distribution and marketing," and as such come within the Federal Reserve Bank's commodity regulations for rediscount privileges, but the goods are not actually sold just because the factory manager's eye does not alight on them each morning as he goes through the plant.

Properly allocated warehouse stocks help the salesman mightly as he visits his trade. He has all the arguments of speedy delivery and quick turnover at his command. Nevertheless, the salesman must still sell the goods. Convenience of delivery has been augmented by warehousing the goods, but the limitations of the accredited list are still to be remembered.

The accredited list does not sell goods. Just to recommend a customer for this privilege of requisitioning goods at will does not mean that he will become a large buyer. It helps him, of course, to buy profitably, but the salesman's work remains the same as it was.

The immense advantage of using the accredited list with warehouses is that the market is always supplied with goods.

Every customer has the product without fail, irrespective of salesmen's calls and irrespective of mails. Consignment selling, too, is avoided; large open accounts are obviated; because goods are taken by the customer from

[N. B. This advertisement is one of a series appearing as a full page in The Enquirer]



# Mr. Cincinnati Motorist .... and the "pet of the family"

T'S really one of the family, this car of Mr. Cincinnati Motorist. His wife insists that he pays more attention to it than he does to himself, and watching him on Sunday morning, you are inclined to agree with her. Then to hear Mr. Motorist talk! Differentials and carburetors, balloon tires and four-wheel brakes—he is a walking encyclopedia of mechanical information.

But Mr. Motorist didn't "get this way" overnight. He has owned any number of cars—and he has come to know motor car value down to the dollar. Last year, he and his friends purchased between 17,000 and 18,000 cars; their expenditure for gas, oil, tires and accessories is estimated at \$19,733,000. The total number

of cars in the city is 89,001; their approximate value is \$72,446,814.

Mr. Motorist, being distinctly modern, naturally keeps abreast of the times. He is interested in progressive automobile legislation, in keeping the roads safe for sane driving, in travel news and good roads. Because he finds this information in The Enquirer, and because he finds in this paper an active champion of all his rights, Mr. Motorist has made The Enquirer his paper.

Advertisers of automobiles and accessories know this. That's why automobile advertising in The Enquirer has been increasing, year after year—that's why, this year, The Enquirer is carrying more automobile advertising than ever before. Have you, Mr. Advertiser, discovered this economical route to more sales?



\$37.43 a minute/ ... Mr. Cincinnati Motorist's Bill for Gas and Accessories

Every minute of the day and night, Mr. Cincinnati Motorist spends \$37.43 for gas, oil, tires and accessories; \$19,733,000 a year! And this bill is growing. Last year, between 17,000 and 18,000 antomobiles were purchased in Greater Cincinnati—one family in every seven now owns one!

I. A. KLEIN

New York

Chicago

# THE CINCINNATI

"Goes to the home,



R. J. BIDWELL CO.
San Francisco Los Angeles

## **ENQUIRER**

stays in the home"

# to the consumerthrough the dealerfor the factory

"How can we get the dealer to ask consumers to buy our product?"

Sales managers have sought an answer to this question for years.

Electrograph Direct Mail—to the consumer—through the dealer—for the factory—localizes the manufacturers sales appeal around the dealer's store.

In city neighborhoods and small town communities, alike, the dealer actually asks consumers to buy your product.

Here mass advertising is ably supplemented by selective selling!

Regularly thousands of dealers receive carefully prepared Direct Mail, localized (imprinted) for them, individualized (addressed) to local consumers, sealed, stamped—ready to drop in the mails.

Electrograph is a complete service that relieves both the dealer and the factory of all detail work of preparation, production and distribution.

Electrograph adds local and personal appeal to national prestige. It completes locally—around your dealer's store—the advertising you start nationally.

If you want your dealers to ask individuals to buy your product, regularly and persistently, write for more information about this powerful *national* advertising *medium*.

THE ELECTROGRAPH COMPANY

Home Office: 725 W. Grand Boulevard Detroit, Mich.



Distributed

In Illinois, Fleetrograph Advertising Service Inc., Chicago, is ...censed to operate under Electrograph patents.

the warehouse only as needed and as sold. Orders do not come to the factory on estimates of demand or through enthusiasm of the buyer; orders come only as goods are absorbed into trade. The warehouse inventory, when thus operated, is therefore always a "bare inventory" in that it shows the stock not absorbed in ultimate channels.

The manufacturer, thus operating, knows definitely where his business is going. Like a driver, he knows the route he is following. He is not driving for some vague destination. Such a manufacturer is avoiding risky shortcuts over back roads; he is not attempting impossible time records, nor is he drifting into unknown situations. "On a long trip, to know the road will add ten miles to your speed," and the seasoned manufacturer has quit experimenting with faulty road maps. He wants to reach every retail outlet with the greatest expedition. This end may be attained best by using many warehouses, well selected, and providing each warehouseman with accredited lists of those who are entitled to have the goods on their own requisition.

(This is the second of a series of articles by Mr. Haring. The next will appear in an early issue.—Editor.)

#### The Rule of Thumb

[CONTINUED FROM PAGE 21]

New England, eastern New York State and eastern Pennsylvania told me with pride that he had refused to sell a retailer in Utah his line, because he had "a one hundred per cent jobbing policy." If he had been running to capacity, or if any one of a hundred details had confirmed this reason for adherence to policy, there could be no quarrel with his decision. If he had in mind interesting some wholesaler in Utah in handling this retailer's order, that detail might easily have controlled his decision. But he has another policy: "We will expand our sales only one State at a time"-and needs volume to replace that lost to outside competition. So, in the place of profits that he might easily make without in any way harming a single customer or establishing a single undesirable precedent, he prefers pride and the Rule of Thumb, in place of the Rule of Reason.

It is a safe assumption that the recent decision of the Moxie Company to market its product in 16- and 8-ounce containers, in addition to its long-established single larger size, is due to some detail. Surely the policy of the Moxie Company in restricting its bottling to one size, and quite definitely to one market, has been established long enough to warrant the conclusion-which Mr. Frank Archer, its vice-president, will probably correct if my surmise is altogether far afield. In fact the decision to bring out the 8-ounce size may well have been brought about by Mr. Archer's invention of the most ingenious and convenient lunch bag, with

# ½ OF ALL IS IN THE QUALITY GROUP



NE-HALF of the advertising done in national mediums by reputable bankers and investment houses appears in THE QUALITY GROUP.

These bankers and investment houses invest half of their own budget for national promotion to reach this group of 700,000 families. The success of their

effort is indicated by the fact that this sort of thing has been going on for years and years, and still going strong.

Why not?

A reserve of \$2,500,000 is deposited in advance in the form of subscriptions fully paid up. This is an earnest of the intentions of these 700,000 families, and of their ability to buy what they desire and still have a surplus.

About such a clientele as this, there are several common fallacies.

One fallacy is in setting it to one side as a "luxury market." It is that, naturally. But also, the well-to-do; being human, must eat, wear shoes, wash, work, sleep, rear children. They consume, in fact, a greater amount per household of the ordinary everyday products—soap and groceries, drygoods and hardware—than less prosperous homes consume. For they are not only more liberal with themselves, but they have more servants and they entertain more freely.

Second, it is ridiculous to label and tag any such group according to conjectured activities. For example, a maker of golf clubs dismissed THE QUALITY GROUP as appealing only to readers who go to church Sunday mornings! We hope our readers do so. But they also find time for golf. We compared our lists with the roll of members in the Essex County Country Club. Of 720 members of that notable club, 176 were QUALITY GROUP subscribers. (P.S. We got the order.)

Third, never let any one tell you that purchasing power is incompatible with intelligence. The evidence of QUALITY GROUP purchasing power is in the experience of bankers, cited above. The evidence of intelligence is on every page of the six magazines which these 700,000 families buy to read.

Advertising in THE QUALITY GROUP is next to thinking matter.

# THE QUALITY GROUP

285 MADISON AVENUE, NEW YORK

THE ATLANTIC MONTHLY
THE GOLDEN BOOK MAGAZINE
HARPER'S MAGAZINE

REVIEW OF REVIEWS SCRIBNER'S MAGAZINE THE WORLD'S WORK

Over 700,000 Copies Sold Each Month and These Copies Are Read by Nearly 3,000,000 People.



DAD reads the Dairymen's League News because it brings him the vital trade news of his business, especially the market reports.

Mother scans the Home page because it meets the needs of the busy farm woman.

Danny delights in the Ko-op Kiddie Korner and himself occasionally contributes a letter.

Daisy studies the Juniors' page for entertainment suggestions and hints on personal appearance.

Thus the Dairymen's League News appeals to every member of the family through some vital interest. Then, too, loyalty to the Dairymen's League is a family tradition. This loyalty is reflected toward the News which is the visible point of contact between the home and this mighty marketing organization. A trial schedule will convince you of the responsiveness of our reader-owners.

A request will bring you Sample Copy and Rate Card



DAIRYMEN'S NEWS

New York 120 West 42nd Street W. A. Schreyer, Bus, Mgr. Phone Wisconsin 6081 Chicago 10 S. La Salle Street John D. Ross Phone State 3652 its pockets for six 8-ounce bottles of Moxie.

Since Welch's has not entered the field of sparkling beverages, its absence from it may be assumed to be a definite policy. But the detail of the acquisition of such an invention as a family size bottle from which individual glasses could be disbursed without impairing the keeping qualities of the remainder, might well control the decision.

N 1921—with its slump in domestic demand—many manufacturing enterprises turned their eves overseas to markets where there existed surpluses of finished material to care for the tremendously inflated inventories of parts and raw materials. Each one of these companies would have wished to establish a policy of overseas distribution supplementing domestic distributionat least so long as the domestic depression lasted. But details control decisions. Those manufacturers who were fortunate enough to have on hand stocks which met requirements overseas were able, through this detail, to dispose of vast quantities without loss, and without disturbing the domestic market. Others, because of the detail that their products were unsuitable, or unsuited for adaptation to markets overseas, are still suffering from the losses they incurred, either through cutting domestic prices or through writing off huge sums for depreciation and earrying charges when they withheld their surpluses from the domestic market.

The illness of a salesman might cry to high heaven for some one to complete his route. But any one of dozens of details may control the decision. The very man for the emergency may at the moment be serving in an even greater emergency. The very man who in May would have been within a hundred miles of the next city on the missing salesman's route, may, when the emergency occurs in June, be a thousand miles off and headed in the opposite direction.

"Shall we buy out a competitive enterprise?" is a question frequently received by the publishers of business magazines. Shall a policy established in the darkest days of the Civil War govern—or shall 1926 accept the Rule of Reason?

Details—sometimes one, sometimes many-will inevitably control such deeisions. A month before a company with surplus funds far in excess of its business needs might well have definitely embarked upon expansion along other lines which would make the purchase of competitive business finally out of the question. A month before another company with amply adequate financial resources might have decided to make the purchase to round out its line-but in the four weeks it had been offered a patented device which rendered any outside supplementing of its strength entirely unnecessary.

"How can we remedy a sales weakness in a certain territory?" is a question which each sales executive must answer. The decision frequently will hang on a newly added specialty which can be used as a leader, and around which a sales campaign can be built. Lacking such a leader, the merchandising board may turn to local newspaper advertising or to an extensive use of demonstrators or specialty salesmen. The detail that a crew of men is to be made available through change in their plans may control a decision—or any one of a myriad of details become the deciding factor.

THE time element is a detail which controls decision after decision.

The time element in marketing, which decides the handling of sales problem after sales problem, is built around the question: "When will our representative next be in the customer's city?" Since more and more manufacturers are depending upon their field force to handle in person the inevitable problems which arise between co-partners-maker and merchant-it is certain that any single policy of handling such problems must be subject to innumerable exceptions. The detail as to whether a salesman will be able to see the customer within the time the problem must be solved controls the decision.

When demand in Florida tremendously exceeded the visible supply, the manufacturer of a household appliance which bulks large found himself badly needing increased sales. He turned longing eyes toward the sales possibilities in Florida, but investigation of traffic problems seemed to lead to the conclusion that he must make his

sales success elsewhere.

That the manager of his Atlanta warehouse was formerly a traffic manager for another enterprise was the detail which led to the correct solution of the problem. This manager arranged for carload deliveries; hired trucks to meet cars on arrival and to make distribution direct to the retail outlets, and thus was able to secure logical preference at a time when other manufacturers, without a man of equal experience, were unable to make deliveries.

For a number of years the problem of whether the export department of a manufacturing enterprise should be located at inland or at seaboard factory seemed incapable of a solution which would be mutually satisfactory to the strongly partisan opposing forces. It was only after an exhaustive analysis, showing that the decision should be based upon details and not upon any one general principle, that a safe and sane decision could be reached for any individual manufacturer.

It is sometimes amusing to hear that "The Blank Manufacturing Company will go into bankruptcy if it does not correct its obsolete methods," when the statement is based on all but a full knowledge of the details involved. For it may well be that the very company criticized, through the perfection of

funny, how many newspapers still claim to cover metropolitan areas exclusively and then compound the absurdity by saying "we also have merchandising dominance 'in the state"

> In Greater Detroit you need two evening and two Sunday newspapers—while up in the state each community's local papers give the only real coverage there.

The Detroit Times

# Powers-House Advertising

HANNA BUILDING CLEVELAND, OHIO

OPPOSE DIVERTISING at times accomplishes business miracles—but no man can guarantee them in advance.

Advertising is only one member of the sales-team. It can't carry through without team-work.

No one outside your business can guarantee results because no one outside your business can guarantee the necessary team-work.

Select your advertising counsel not or the glitter and allure of its promises but on the calm, cold facts of its performance. Scrutinize its record of client-connections and the length of each. Buy facts—not hopes.



most modern methods, is enabled to use as part of its system a time-tried, sound step which others must abandon because it conflicts with their less modern surroundings of this particular type of inside system. That The Blank Manufacturing Company does its own thinking and adapts systems and methods of handling transactions to its own peculiar needs with uncanny skill, successfully overcomes the objection to those who must have a readymade system and adapt their business, somewhat at least, to meet the requirements of the system.

It should by no means be understood as my viewpoint that policies are useless because the need for exception to policies so constantly arises in business. The point which I wish to drive home is that the fundamentals of business are so generally understood in these days that advancement must come through intelligent handling of each situation as it arises, rather than through a perfunctory following of general principles. But, entirely apart from matters which come strictly under established policies, there countless decisions which are based upon judgment. These problems are peculiar to the enterprise; perhaps because of the market conditions which exist temporarily within an industry.

While it may be that a conflict between details will make the final wise decision when each rigidly adheres to traditional principles, it is a fact in these cases that, after all, it is the fact that these existing details chance to offset each other that is the deciding factor, and not merely some Rule of Thumb, "The customer is always right," principle, however sound.

#### Developing Sales and Salesmen

[CONTINUED FROM PAGE 42]

bring home, if I can, the fact that selfing is not some sort of hokus-pokus, a sleight-of-hand performance that one may learn overnight, but that the more natural one is, the more sincere and truthful, the more successful one will

he in selling. Following an aptitude for selling which every man going into this line of work should have, character is to my mind the principal requisite in sales work, and next to that in both wholesale and retail selling comes genuine friendliness—a sincere desire to be helpful to people regardless of what is secured in return. During the past couple of years in particular, I have looked back over my own experience and have studied the successful salesmen who have been associated with me, and others I have known, and I have definitely reached the conclusion that, given the other qualifications named, the man who is friendly, sincerely so, and interested in people, and who likes to help them, makes the best salesman.

### What Price Circulation?

Advertisers and their agents continue to increase the cost of advertising without proportionate increase in value. They encourage too keen competition among newspapers and all other publications for circulation.

Circulation is the most tangible and most popular, if not always the best, measure of a publication's advertising value.

In a natural desire to win the prize—the national advertising contract—a publisher forces his circulation beyond the point of profitable returns, increasing the cost of production and of advertising.

Such circulation is worthless to the advertiser, agency and publisher alike.

Among the cardinal principles of appraising newspaper and other periodical values are the character, sincerity of purpose of the publisher and his representative, the business management and financial structure of their organizations.

Inflated circulation will cease to be sold just as soon as the advertiser ceases to buy it.

Why not stop it?

#### E. Katz Special Advertising Agency

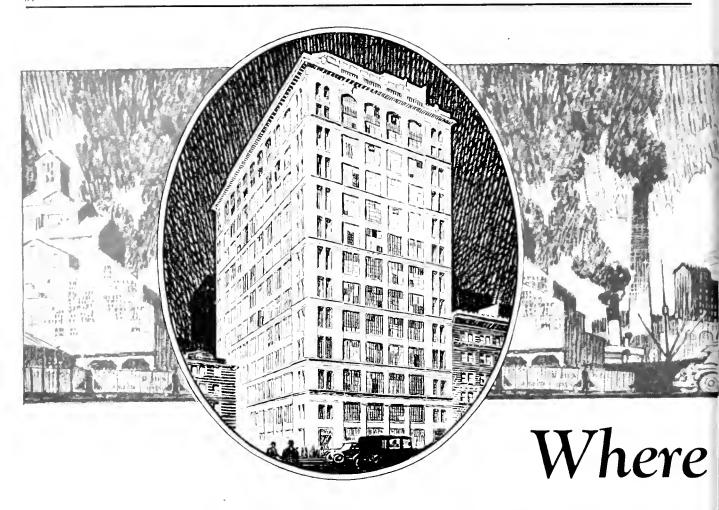
Established 1888

Publishers' Representatives

Detroit Atlanta

New York Chicago

Kansas City San Francisco



McGraw-Hill has its fingers on the throbbing pulse of American Industry. Its investigators and statisticians are continually garnering facts and figures that help to make McGraw-Hill Publications vital forces in industry. In a never-ceasing stream these comprehensive data pour into the McGraw-Hill organization. Then through the McGraw-Hill Publications the information is disseminated among the particular industries to which it may apply—authoritative, virile facts on the trends and developments of industry.

Chemical and Metallurgical Engineering provides dependable statistical information for the process industries. Its weighted price index is used as an authority in Secretary Hoover's "Monthly Survey of Current Business"—in the bulletins issued by large metropolitan banks—and in leading newspapers. Manufacturers and consumers of industrial chemicals use it as a guide in charting production and consumption facts and trends. Equipment manufacturers gauge conditions by it.

Engineering and Mining Journal is the publication through which come facts and figures of vital importance to the stabilization and stimulation

of the metallic and non-metallic mining industry. Its market quotations are accepted as a basis for computing contracts in the industry. And its practical information on methods and machinery for eliminating waste and increasing efficiency and profits are welcomed by its subscribers.

Electrical World was the first to collect data on the operations and the development programs of the electrical industry, and has continued to present these statistics week after week, charting in detail, thereby, the progress of this great servant industry. It also publishes each month a national and sectional barometer of activity in each of the primary manufacturing industries. This barometer is based upon reports of electrical energy consumption received monthly from almost 2,000 large manufacturing plants which consume approximately eight-billion kw.-hrs. per annum. This barometer is accepted by economists as the most timely, diversified and sensitive indicator of industrial activity available.

Engineering News-Record's construction cost and construction volume index numbers are the authoritative gauges in the field of industrial and engineering construction. Its compilation of value of contracts awarded the country over in the various classes of construction (a monthly service for 14 years) gives the engineer, contractor, manufacturer of equipment and the material dealer an accurate running account of the financial value of the business from which they derive their living.

Approximately 15,000 sources are regularly consulted by McGraw-Hill editors, marketing counselors and statisticians in keeping McGraw-Hill data on industry and electrical and radio trade accurate and up to date.

In addition 220,000 McGraw-Hill subscribers constitute a source that is consulted from time to time for specific data relating to production

41 McGraw-Hill men devote their time exclusively to collating and interpreting data for editorial presentation to McGraw-Hill subscribers and for the information of industrial advertisers.

More than 200,000 vital question-

naires are dispatched yearly from McGraw-Hill offices, many of them going to the same sources week after week and month after month in order that McGraw-Hill reports may be up to the minute. These data are published regularly in the McGraw-Hill Publications and are quoted from them regularly in 134 leading newspapers published in industrial centers.



# Industry's Data Center

And so with all other McGraw-Hill Publications. Industry's dependence upon them is the logical outcome of centralizing the collective resources of the McGraw-Hill Publishing Company in obtaining information and disseminating it scientifically. It is from this storehouse of industrial data and the experience in acquiring the facts that has come the ratings of industrial markets and the formula for selling them efficiently. This knowledge is epitomized in the following McGraw-Hill Four Principles of Industrial Marketing:

Market Determination-An analysis of markets or related buying groups to determine the potential of each. With a dependable appraisal of each market, selling effort can be directed according to each market's importance.

BUYING HABITS -A study of the selected market groups to determine which men in each industry are the controlling buying factors and what policies regulate their buying. Definite knowledge eliminates costly waste in sales effort.

CHANNELS OF APPROACH—The authoritative publications through which industries keep in touch with developments are the logical channels through which to approach the buyer. In a balanced program of sales promotion these publications should be used effectively and their use supplemented by a manufacturer's own literature and exhibits.

Appeals That Influence—Determining the appeals that will present the product to the prospective buyer in terms of his own self-interest or needs.

The application of these Four Principles of Industrial Marketing to your business must result in greater efficiency and lowered selling cost.

A request, either from you or your advertising agent, for a personal consulation entails no obligation.

McGraw-Hill marketing counselors are at your service, ready to show you how you can effectively use Industry's Data

McGRAW-HILL PUBLISHING COMPANY, INC., NEW YORK, CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON

45,000 Advertising Pages used Annually by 3,000 manufacturers to help Industry buy more effectively.

CONSTRUCTION & CIVIL ENGINEERING ENGINEERING NEWS-RECORD

SUCCESSFUL METHODS

ELECTRICAL

ELECTRICAL WORLD JOURNAL OF ELECTRICITY ELECTRICAL MERCHANDISING

INDUSTRIAL

AMERICAN MACHINIST INDUSTRIAL ENGINEER CHEMICAL & METALLURGICAL ENGINEERING POWER

MINING

ENGINEERING & MINING JOURNAL COAL AGE

TRANSPORTATION

ELECTRIC RAILWAY JOURNAL BUS TRANSPORTATION

OFERSEAS

INGENIERIA INTERNACIONAL AMERICAN MACHINIST (European Edition)

RADIORADIO RETAILING

CATALOGS & DIRECTORIES

CATALOGS & DIRECTORIES

ELECTRICAL TRADE CATALOG

ELECTRICAL ENGINEERING CATALOG

RADIO TRADE CATALOG

REYSTONE CATALOG KEYSTONE CATALOG

(coal Edition) (Metal-quarry-Edition)

COAL CATALOG CENTRAL STATION DIRECTORY

ELECTRIC RAILWAY DIRECTORY

COAL FIELD DIRECTORY

ANALYSIS OF METALLIC AND NON-METALLIC

MINING, QUARRYING AND CEMENT INDUSTRIES



#### THE OPEN FORUM

WHEREIN INDIVIDUAL VIEWS ARE FRANKLY EXPRESSED



#### Coupons or Cash?

THE remarks by "Jamoe" that appeared in the "E. O. W." of a recent number of your publication seem to me to be shrewd commentary on a practice which has long excited my interest. "Jamoc" raised the question whether the chain tobacco stores do not lose custom by their policy of higher prices with "free" coupons. It is probably to the point to remark that I noticed the other night a sign, hanging in a branch store of a well known chain, asking in a direct fashion that the customers save their coupons. card then listed a number of "prizes' to be had for very few certificates. If the company has to resort to such requests, the subject must be worth consideration. Possibly there is a place waiting for a chain of stores with low prices alone as an inducement for purchases. I, for one, would be a ready prospect.

EARNEST F. WILLIAMS, Brooklyn, N. Y.

# Community Advertising Needs Cooperation

COMMUNITY advertising is the undernworld. It needs attention.

Without claiming any original idea—it may be an old one—it occurs to me that a national convention of community advertisers would contribute to a general standardization of this new force in civic expansion; or better still, the establishment of a central research bureau, supported by all community advertisers in a fixed proportion to their appropriations, would be an asset of inestimable value.

I am sure a brief history of our problem is the experience of other community advertisers.

The single purpose of our organization is community advertising. We are affiliated with the local chamber of commerce—that is, we have its indorsement, and all inquiries developed by our advertising are turned over to it for follow-up. All we had in the beginning was an idea. We were convinced, and still are, that a one purpose organization, which in our case happens to be advertising, can do more effective work than an organization devoted to many and sometimes uncertain purposes. Other community advertisers, and we have not hesitated in soliciting information, could not, or would not, help us much. There are too many

theories—not enough practical conclusions.

If you do not believe that community advertisers are a jealous and selfish bunch, just ask a few questions! Write to some city that you think has been successful and see how much honest-to-goodness information you receive for your trouble. Make your questions pertinent, block the hokum exit and convey the impression nothing except cold facts will satisfy you. One community advertiser, in reply to my request for information about revenue source, wrote as follows:

"We are delighted to learn that you have been following our advertising with interest. Under separate cover we are sending you our booklet, and we would be pleased to answer any specific questions you may ask about our city."

That was all!

The community advertiser invariably encounters strong resistance when he seeks to secure railroad support. There is some justification for this resistance, of course. Railroads are sought on every side for this and that-but if anyone benefits by community advertising, it is the railroads. So I wrote to twelve other community advertisers and asked them if the railroads were helping them and how much. A specific reply to the question came from one-The railand it was confidential! roads, evidently, did not want the other communities along their lines to

Community advertisers, as a rule, are worse than last-go-trade school girls—"You tell yours first!"

The reason isn't, I hope, that we are pin-heads and conceited asses who think we know it all—rather, I trust, we are in a new business and do not know each other sufficiently well to talk shop for our mutual benefit. This much is certain. We are going to be in this business for a long time and I see no reason why one should not benefit by the progress and mistakes of the other.

Another thing: I have yet to find two cities that employ the same method of follow-up. Isn't there some method which has proved successful enough to pass along? Wouldn't a composite plan of follow-up be worth trying?

No individual community advertiser has the time or inclination to delve into all these things. Furthermore, a little effort will discourage him. Try it and

A good many millions of dollars are spent in community advertising each

year, Appropriations are being increased in amazing proportions. And yet, about all I know—save the advertisements—is figures thrown at me by salesmen showing that the Morning Moon produced inquiries at a lower cost for Podunk than the Friday Morning Pole. In my opinion, and I may be all wrong, this cost per inquiry is as fallacious as the theory of cause and effect with the customary green apples eliminated.

Does community advertising begin or end with inquiries? Do these cities which speak of cost per arrival have representatives at the trains who rush up to all strangers and ask, 'Pardon me, which advertisement produced you?"

How is the problem of merchandising advertising, designed for outsiders, to insiders, who put up the money, met?

Oh, I can think of any number of questions which I would very much like to ask!

Theories—I have them galore; but what I want is practical information—and I wonder if there are not other community advertisers in the same boat? Well, let's row together!

AL HARRIS,

Believers in Jacksonville, Inc., Jacksonville, Fla.

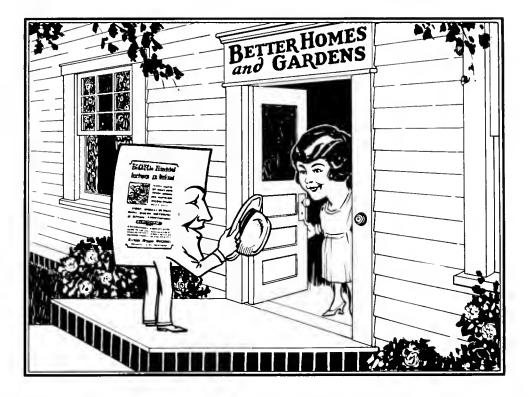
#### A Fashion Return

ACK in the '80's the late George P. Rowell offered a cash prize for the "best advertisement." A vast number of persons (for those days) competed for this prize and it was awarded to the contributor of an advertisement of which I am reminded by the announcement of the Detroit Times in your issue of Aug. 11. Previous to this contest I had never seen a display advertisement consisting wholly of unequal lines set in uniform type, and with plenty of white space strengthen the effect. For a long time after the contest advertisements of this kind were numerous. Later, they became of somewhat rare occurrence, but I notice that they are now coming to the front again.

By the way, is there anything, short of proven pulling power, which will entitle any advertisement to designation as "the best" of an arbitrarily given number?

F. G. Beach,

The Democrat Chronicle, Rochester, N. Y.



# When Your Advertisement Rings the Bell, Be Sure It Finds the Prospect at Home

 $T_{
m makes}^{
m HE}$  salesman who has something to sell.

The advertisement which has something to sell to the home likewise makes a sale only when it finds the prospect "at home."

Too often, as the reader meets your advertisement, the mind is anywhere but at home -perhaps in the center of a European court intrigue, or watching a fashion parade, or solving a metropolitan crime. Before it can begin to sell, your advertisement must drag the mind away and bring it back home-a task that is difficult at best.

On the other hand, from the moment Better Homes and Gardens is opened, the reader is "at home" to an advertisement that concerns any part of home life. For Better Homes and Gardens is devoted to the home from cover to cover. As they read it, men and women are thinking about their homes, seeking and finding suggestions that will help make homes more attractive, or make home life more pleasant.

Thus, when your advertisement rings the bell in Better Homes and Gardens, it finds the reader "at home," looking for your mes-

More and more, advertisers who sell to the home are realizing the importance of this fact. As a result, the advertising lineage of Better Homes and Gardens has grown steadily from year to year.

# SETTER HOMES and GADDIC

E. T. MEREDITH, PUBLISHER

DES MOINES, IOWA





#### IMPORTANT!

Alladvertising space is valuable. None is more valuable than the space yoursignsoccupyon your dealers' premises. None more difficult to obtain. None so near the point of sale! It pays to supply dealers with the best signs the market affords-the best in wear and tear, in readability, visability, and attractiveness—in other words, with Dura-Sheen Lifetime Porcelain Enamel Signs.



THE Victor Talking Machine Company uses DuraSheen Lifetime Porcelain Enamel Signs to mark the stores of authorized Victor dealers because DuraSheen Signs are superior in quality, color and appearance. Quality products require quality signs—which accounts for DuraSheen popularity and preference.

Unlike ordinary signs, DuraSheen Signs are made of highest grade porcelain, fused into heavy sheet steel at 1800°—they are permanent. DuraSheen Signs never rust nor warp. They withstand the wear and tear of rain, snow, sun, dust, heat and cold. Always bright and cheerful, with colors never dimmed, they daily build sales and good-will for your product.

## THE BALTIMORE ENAMEL and NOVELTY COMPANY

MT. WINANS BALTIMORE, MD.

200 FIFTH AVENUE NEW YORK CITY

# DuraSheen Porcelain fused into Steel Lifetime Signs

#### Advice to Advertising Men

[CONTINUED FROM PAGE 28]

to fashionable finishing schools and consequently are not seeking every opportunity to practice their Bronx French accent on their adoring friends. Personally, when we read one of these abominations, we sympathize with Dr. Johnson who, when handed a French menu by a tactless chophouse-keeper, said: "Sir, my brain is obfuscated after the perusal of this heterogeneous conglomeration of bastard English, ill-spelt and a foreign tongue. I prithee, bid thy knaves bring me a dish of hog's puddings, a slice or two from the uppercut of a well-roasted sirloin and two apple dumplings."

Like the venerable doctor, we prefer the apple dumplings and believe most

other people do.

(6) Don't think that any soap or automobile on earth is worth the cost

of mangling good English.

(7) Don't try to rival the sumptuousness of the movies in your illustrations. When Mrs. Kelly wants an electric perlocator, she's more likely to feel "high-hatted" by an illustration of a dinner party being served by a butler holding the percolator.

She feels that such things are not for her, and goes round to the Main Street store and buys an unbranded specimen there. This is a world of realities and not of such stuff as dreams are made of. We all indulge in vicarious luxury, but if you wish to arouse in us a desire that is capable of accomplishment, then give us photographs of ourselves. Photographs and plenty of them. Don't use them only to illustrate tooth-paste ads.

ET us have a few of the Kelly "interior," showing Pat with his feet on the table, Mrs. Kelly bringing in the corned beef and cabbage and the Kelly kids crawling all over the dining-room, furnished on the installment plan. Make it "homey," and remember there are a thousand Kellys to one Stuyvesant, and we mortals love the things we know and fear those we don't.

(8) Don't be affected; be natural. Advertising is in the adolescent period and its devotees are in the throes of the pimply stage and all its concomitants. You indulge in so much introspection in your husiness magazines that we nearly believe we are reading the most horing parts of some Dostievsky novel. What the advertising profession needs badly is a Michael Webb to de-bunk it a little.

(9) And lastly, don't dismiss this as the irresponsible effervescence of a cheeky young pup, disgruntled at his inability to make the grade. Was it Chateaubriand who said that we should listen even to the slander of our enemies lest there be truth in it and we should lose an opportunity of finding out our defects?

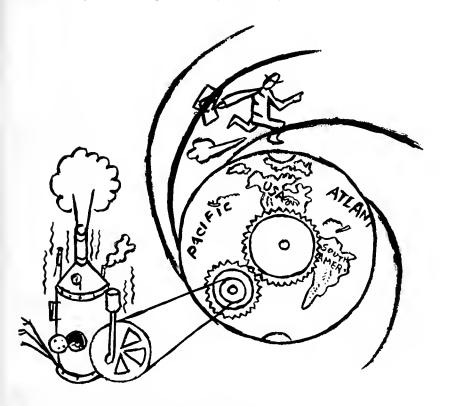
# Staying where you are or going somewhere

It was the Red Queen (in Through the Looking Glass) who laid down a principle of advertising which applies to some of us today.

Alice complained that though they had been running some time, they hadn't got anywhere.

"You have to run this fast to stay where you are," said Red Queen. "If you want to get somewhere you must run twice as fast."

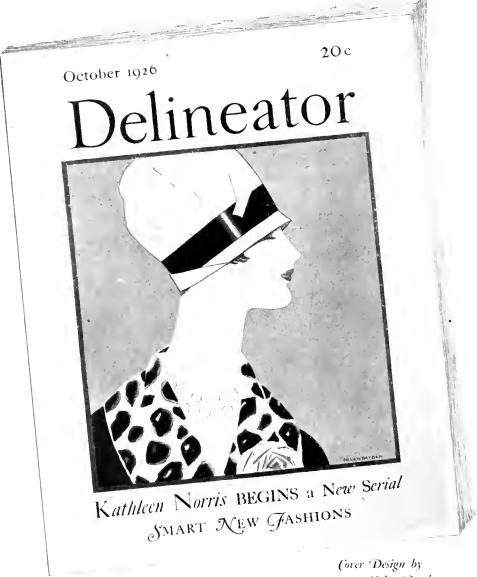
Some businesses are doing just enough advertising to stay where they are. They mourn the good old times when \$10,000 was an advertising appropriation. But these are not the good old times. They are the good new times. Advertising is more expensive, but more necessary than ever. The price of going somewhere is higher, but getting somewhere is worth more. Advertising that is done today must be based on conditions that exist today. The pace is determined by how fast you must go to stay where you are—and then some.



CALKINS & HOLDEN, INC. 247 PARK AVENUE, NEW YORK CITY

THE NEW YORK TIMES, WEDNESDAY, SEPTEMBER 15, 1926

# Its Readers are Other Women's Leaders



EVERY woman either leads or follows other women. The woman who leads thinks for herself, has tastes of her own, and knows what she wants and why she wants it.

The woman who follows thinks what the leaders think, likes what the leaders like and wants whatever the leaders want.

Delineator is planned, written, illustrated and edited for the women who lead As an inevitable result, it is distinctive, in looks and contents, from any other magazine in the women's field

Delineator's natural appeal is to the wives and daughters of influential business and professional men. It reaches those homes in which men and women alike are the logical leaders of their communities.

In this country today there are, perhaps, three or four million such families. Delineator is read by the women in more than a million and a half of these families.

It is probable that this number will gradually increase. For it is the purpose of the publishers to make Delineator a magazine that will be indispensable to the women of taste and means and knowledge in every American community.

Now on all News-stands

Helen Dryden

The Butterick Publishing Company New York Paris London

Two page advertisement appearing

THE NEW YORK TIMES, WEDNESDAY, SEPTEMBER 15, 1926.

# Pages from Delineator October Number



# in leading Metropolitan newspapers

# Announcing the birth Pointers on Every Parental Problem

HHLDREN, The Magazine for Parents, -The first issue has just been published! Write us that you are a reader of "Advertising and Selling Fortnightly" and we will gladly send you a free copy.

#### What Has It to Offer Advertisers?

- CHILDREN will serve as the spokesman and leader of the Progressive Parenthood movement that is now sweeping over America. The leading authorities on child health, nutrition, character development, education, recreation and other phases of child welfare are serving as Consultants and Advisors to the magazine. Advertising in Children associates the product advertised with Progressive Parenthood.
- Only advertisements of reliable products, accurately described, are accepted. Readers will consequently have as much confidence in the products advertised as in the authentic articles published.
- CHILDREN will be read exclusively by mothers and fathers. Every other medium has its large percentage of unmarried readers, of married readers without children and of readers whose children have grown up. For firms selling products to be bought by parents for their children it has absolutely no waste circulation.
- The magazine will be read by parents while they are thinking about the needs of their children. They will turn to the advertisements for information as they will to the articles in the magazine. Children is the first and only "trade paper of parenthood,"



Tel Madison Square 2080

Represented in West by Wilson and Galey, 111 W. Monroe St., Chicago, Ill.



# Cleveland Four A's Chapter Entertains Representatives

HE Cleveland chapter of the 10 to 150 representatives of newspaper and magazine publishers at a clambake at Nela Park.

The "court of come-and-razzum" held sway, and each celebrity in advernatured roasting at a "trial."

Patrick W. Murphy, general manager of the Fuller & Smith advertising agency, signed himself "sheriff" on the subpoenas which were served as invitations.

born Co., pitched his ball team to vicheader.

During the afternoon golf was played at the Acacia Country Club for silver trophies.

The following won prizes among the golfers: Wilbur Eickelburg, American Legion Monthly, low gross; C. B. Freeman, Standard Farm Papers, low net and Nelson Chesman. flight "A"; Fred Ralston, Ralston Four Color Inserts, low net flight "B"; Dick Jamison, Boulder, Whitaker, Jamison, low net six blind holes flight "A"; K. W. Clarke, New York Sun, low net six blind holes flight "B."

Among the non-golfers-Tennis sin-American Association of Advertis-ing Agencies was host on Sept. Engineering; horseshoes, doubles won by Lee B. McMahon, Capper Publications, and Mr. Nichols; 20-yard swimming dash won by Vance Chamberlin, Griswold-Eshleman Company; plunge for distance won by R. M. Hutchison, tising came in for his share of good New York Journal; quarter mile swim won by Vance Chamberlin; tug race won by Sam Lewis, Griswold-Eshleman; indoor ball game won by team composed of the following: Joe Scolaro, Guy S. Osborn; M. L. Applegate, Literary Digest; A. E. Bohn, Engineering For the non-golfers baseball, swim-News Record; M. E. Wooley, Hotel ming and horseshoe matches were Management; E. L. Adams, Popular staged at the Nela grounds. "Iron Science; Baugh, T. R. Phillis; H. L. Man" Joe Scolaro, of the Guy S. Os-Fleming, Red Book; W. J. Staab, Fuller & Smith; Royce Parkin, Griswoldtory in both of the games of a double Eshleman Co.; high bridge score, M. L. Applegate, Literary Digest.

> CIX local advertising agencies make up the Cleveland chapter of the association. They are Fuller & Smith, Dunlap & Ward Co., H. K. McCann Co., Griswold-Eshleman, Joseph Machen

On the committee were: Charles French, Dunlap & Ward Co., in charge of the clambake; Frank Hall, Dunlap & Ward, in charge of golf, and Vance Chamberlain, Griswold-Eshleman, in charge of field activities.

# Plant Good Will Where It Is Sure To Grow

AFTER your first sale to each consumer, all repeat business is due to Good Will. Your present business is founded on the Good Will of your present customers; and they will not live forever. If your business is to grow and prosper in the future, you must constantly create Good Will among young people who are just growing into manhood and womanhood.

Where are the young folks who can be most easily persuaded to try your goods; who are most likely to seriously and thoughtfully consider their merits; most apt to go on using them if they are satisfactory?

Not in the big cities! You know the multitude of occupations and diversions which crowd the lives of the young in the great centers of population. You know the way in which they hurry from one thing to another—their eagerness to try every new thing-their impatience with everything which does not represent the latest fad and fashion.

The young people of the small towns and villages live a different life. Their hours are not crowded. They have time to read and think. They spend their money carefully. They readily form buying habits. They appreciate good things, and stick to them.

Out in the small town and rural sections, the growing generation reads The Country Newspaper. It chronicles their comings and goings; their social affairs. It tells them the news of their little world. Whatever else they read, The Country Newspaper comes first.

Not only can The Country Newspaper bring you a great and profitable volume of present business, but it can build strong and deep foundations of Good Will for many years to come.

The country newspa-pers represented by the American Press Association present the only intensive coverage of the largest single population group in the United States—the only 100% coverage of 60% of the entire National Market.



Country newspapers can be selected individually or in any combination; in any market, group of states. counites, or towns. This plan of buying fits in with the program of Governmental Simplification, designed to eliminote waste.



Represents 7,213 Country Newspapers-47½ Million Readers

Covers the COUNTRY Intensively

225 West 39th Street

122 So. Michigan Avenue CHICAGO

New York City

68 West Adams Avenue DETROIT

# LIBERTY'S RATES GO UP NOVEMBER 1st

If you buy before that time ' you receive a bonus of

# 250,000 Circulation Absolutely FREE

When present rates were made, LIBERTY promised its advertisers a circulation of 1,100,000 copies. They got it.

Now, Liberty announces an average NET PAID circulation of 1,350,000 during 1927. Liberty will keep its promise.

#### YOUR SAVING

on 13 Insertions of Following Units if Ordered Before Nov. 1st

Per Line				16.25
Eighth Page .				1218.75
Quarter Page .			۰	2437.50
Half Page			٠	4875.00
Full Page		۰	•	9750.00
Two-Color Page			۰	9750.00
Four Color Page	•			6500.00
Back Cover .	0	٥	c	19500.00

Orders	for	1927	Accepted	Up	to
	No	v. 1st	at These		
	PRI	ESEN	T RATES		

Line Ra	te				5.00
Eighth I	Page				375.00
Quarter	Page				750.00
Half Pa	ge .				1500.00
Full Pag	e.				3000.00
Two-Co	olor P	age			3750.00
Four-Co	olor P	age	à		5000.00
Back Co	over				6500.00

#### Orders Placed After Nov. 1st Subject to These NEW RATES

	111	2 11	1/	$\sim$	LL	,	
Line Rate							6.25
Eighth Pa	ge	٠					468.75
Quarter P	age						937.50
Half Page		٠					1875.00
Full Page							
Two-Colo	r Pa	age					4500.00
Four-Colo	or P	age					5500.00
Back Cov	er						8000.00

# NO ORDERS AT PRESENT RATES ACCEPTED AFTER NOVEMBER 1, 1926

# Just Consider the Saving in Ordering Your 1927 Advertising in LIBERTY NOW!

Up to November 1st, 1926, advertisers can contract for space through the rest of 1926 and the entire year of 1927 at the current rates based on 1,100,000 circulation. If you buy, therefore, before November 1st, you receive a bonus of 250,000 circulation absolutely free.

# TWO YEARS OLD and ALREADY SECOND

100,000	200,000	300,000	400,000	500.000	600,000	700,000	800,000
Saturday	evening	Post			}[		2,166,905 LINES
Liberty		prog.			553,856		
Ladies'Hon	ne Journ	al			545,063		
Literary D	igest			469,151			
Good Hou	sekeepi	ng	41	4,438			
Woman's Ho	me Com	panion	357,269		This (	chart pro	ves that
Colliers		287.7	22		LIBERTY W	vas second age among	in adver-
American		279,08	<b>3</b> 7		zines of	general c	haracter,
Pictorial Rev	view 2	34,093			1926. Onl	e first six n ly the unpre	ecedent <b>e</b> d
M <sup>c</sup> Call's	216	3,416				ent of man and outsta	
Cosmopolita	n 209	,434			vertisers l possible.	nas made tl	his record
ABOVE FIGURES COMPIL	ED				-		



247 Park Ave. New York General Motors Bldg. Detroit 705 Union Bank Bldg. Los Angeles Tribune Square Chicago

## CONSOLIDATION

# Easton (Pa.) Community Becomes Another One-paper Region

The EASTON EXPRESS announces to its friends and space-buyers the purchase of the good will and property of the Easton Free Press, effective August 28.

This is another consolidation that will simplify and economize.

The EXPRESS is now the only daily newspaper in the prosperous industrial and college community of Easton and Phillipsburg, with an immediate trading population exceeding 65,000. Easton is the county seat of the fourth industrial county of Pennsylvania and the trading center for Northampton and Bucks Counties, Pa., as well as for Warren and Hunterdon Counties, New Jersey. There is a surrounding trading community of some 110,000 additional population, including such towns as Nazareth and Bangor, Pa., Washington, Hackettstown, Belvidere and other communities of western New Jersey.

As Hugh Moore, President of the Dixie Drinking Cup Corporation and President of the Easton Board of Trade, remarked prior to the consolidation of the two papers: "Few papers in America published in cities of the size of Easton have such a strong regional circulation."

The additional circulation gained through this consolidation of the Free Press enables us to guarantee 33,000 net paid—the largest circulation in the Lehigh Valley.

# EASTON EXPRESS

EASTON, PA.

HOWLAND & HOWLAND, Representatives

New York

Philadelphia

Chicago

#### EXPERT TESTIMONY AND LEGAL CONSUMER AND TRADE RESEARCH

In court cases, in unfair competition, pricemaintenance valuation or Federal Trade Commission cases in general, the most vital evidence is, what does the trade or the public think? The answer is questionnaire research, made by experienced hands.

Or an expert witness in good will, advertising and sales. J George Frederick has served frequently as such.

## THE BUSINESS BOURSE

15 West 37th St. New York City Tel.: Wieconsin 5067

In London, Business Research Service, Ltd.



## How Freight Rates Determine Markets

[CONTINUED FROM PAGE 20]

ican market thus widened. Commercial rivalries are thus, in theory, equalized. In railway parlance this is what is known as "keeping everyone in business."

THE Philadelphia grocer would be unable to maintain four prices for potatoes. Whether grown in Aroostook County, in up-State New York, in Michigan or within twenty miles of Independence Hall, the Philadelphia price must be uniform. Middlemen's price must be uniform. Middlemen's margins are the same for the four varieties; hence the adjustment must be made either on the net price to the farmer or the freight to Philadelphia. Should the grower's share of the price be appreciably less than the cost of raising the crop, the potatoes will be allowed to rot unharvested; should that happen, the railroads would get no revenue at all. The inevitable happens; the freight rate is the medium of adjustment.

A similar instance came only last winter, during the anthracite mining strike. Efforts from New England for lower freight rates on hard coal were denied as "an unreasonable demand" at the same time that a reduction was granted on soft coal to the same market "for the purpose of permitting the bituminous mines of West Virginia to share equitably in New England fuel

markets."

In the coal industry, at the present time, there is another wide-spread attempt to drag the railroads into an adjustment of competition. The mines of the northern coal-producing States, with the union wages now in effect, are unable to market their output for shipment "up the lakes," and in such cities as Cleveland and Chicago, in competition with the mines of the southern States, which are non-unionized. The northern operators are therefore asking for reduction of freight rates by forty cents a ton for their mines, with rates from the South to be maintained at present levels, their claim being that forty cents less freight would enable them to net forty cents more for the coal per ton - a margin that -would alter a loss into a small profit. A similar contention, from the same com-plainants, has been presented to the railroads periodically for thirty years or more, usually to be met with arguments that to grant the freight reduction would not solve the difficulty. It is feared that the retaliation would come, not from the southern railroads but from the southern mines, which would merely cut their selling price enough to offset the artificial discrimination in freight tolls.

Should this happen, it would be but a repetition of what has occurred with salt, oil, lumber, steel rails, tin plate, wheat and flour, and others almost without end. "Pittsburgh plus" for





twenty years caused business men to lose their tempers anywhere west and south of that city. That the Chicago Tribune carried that phrase at the head of its editorial page during years of contention was more than a bit of editorial policy. It epitomizes the resentment of half the nation that a single city should assume to dominate all steel-using industries. When the "Pittsburgh plus" was abolished by edict a re-alignment of steel mills and the whole industry was inaugurated. The freight-rate differential had set prices for steel and steel products; when the artificial barrier was discarded, a new type of market competition was plunged on the industry.

Wholesaling in this country exemplifies the most highly involved and complex details of market competition. Railway rates hold in their grip the welfare of entire communities; two or three cents per hundred pounds of a freight differential may make or unmake a city. In jobbing centers, man circumvents Nature's great forces of soil, climate and resources. "The distributive business of a country is largely artificial." Human control dictates whether the southern planter with all his economic independence shall be supplied with manufactures-"from harnesses to tin dippers"-from Chi-Baltimore wholesalers; orwhether the Pacific slope shall buy its breakfast food via Seattle or St. Louis: whether the small Texas town of Temple shall buy from Dallas or Chicago.

"No retailer in Texas," in the opinion of a Houston jobber, "can afford to buy from St. Louis. He's ruined if he does. The freight will eat him up."

HIS harks back to Texas' effort to equalize freight charges over its vast area. Deliberately that State set out to retard the development of metropolitan centers, in the hope of equalizing prices for all commodities in every hamlet. It was an effort to "decentralize the State," to improve through man's control on the Nature-made development of the older States. The kernel of the "common point" system of freight rates is that bulk shipments, originating at any point outside of Texas, shall bear the identical freight rate to all Texas points. Thus any town might become a jobbing center, as was the intention, to distribute to its contiguous territory. A jobbing possibility was thus opened up wherever men lived, be that spot one mile or eight hundred miles from the State line. Within the State, furthermore, local freight rates (for distribution from these jobbing centers) faced a maximum. That is to say, beyond a distance of 245 miles for ordinary merchandise (less for some commodities) no further increase of rates was permitted. One city naturally had an advantage over all competing centers within this radius; but, outside this zone, "naturally tributary to it as a provincial trade center," all other jobbing centers enjoyed equal opportunity.

For the last two years, all Texas has

# Humor in Ads a Bomb to Hit the Reader, Not You

Must be Simon-Pure Stuff, Prepared by an Expert, Fired at Exactly the Right Moment

#### By Kendall True

ERTAINLY humor is a factor in modern advertising. Humor is more than that; it is one of the cross-weaves of our American fabric. We all go in for that sort of thing as mental relaxation.

Every little while an advertiser writes to an authority to inquire if "humor in advertising" is permissible, ethical and remunerative.

His attitude is that of a man on the brink of having a serious operation performed. Even the thought of trying to be funny, in an advertising sense, is solemn and has a certain funereal owlishness. Which, of course, is precisely the wrong way to go about it.

The comic strip of the newspaper has had more to do with cultivating a national sense of humor than anything else, chiefly because it is intimate and born of modern life and its problems.

In a great many instances, users of advertising space take themselves altogether too seriously. Numerous products which are exploited with exalted dignity could unbend to advantage. The need of "heart", "color", animated sympathy with everyday existence is greater in advertising than in almost any other field. Remember, a great many advertisers are talking at once. The competition is keen.

However, humor that has gone bad, soured, and backtracked on itself, is advertising at its worst. Fun is not so common as many advertisers are inclined to suppose. It is elusive, transitory and bashful in company. You can't open any old spigot and draw a quart of laughter of the simon-pure variety. "Bootleg" humor, manufactured along standardized lines, is very likely to be sorry stuff, indeed, and rather dangerous for any advertiser to use.

At the same time, the demand for throughout the cougood, wholesome, near-to-nature hulist of names and mor in the advertising field is intion to FRED A. We tensely energetic just now. Seeing 41 St., N. Y. City.

the funny side of the problems of a people can be transformed into really brilliant "copy".

Exaggeration is not humor. Too savagely attacking the foibles of the human race is not humor. Twisting and making abnormal the human form divine and the features of a face does not necessarily constitute humor. The genuine brand is fundamentally sound. There is always an undercurrent of truth. The ideal "humorous" illustration for advertising purposes is apt to bring to mind some little funny incident that has happened to most of us, at one time or another.

Life is chock full of practical humor; personal humor; the humor that is happening right along. The reader is responsive when, upon reading such a message, tinged with jolly good fun, he can say to himself: "By jinks, that's good. That same thing has happened to me."

The product advertised need not necessarily be a cigar or a chewing gum or any other more or less breezy, low-priced article, in order to respond to humor in a campaign. Sometimes it is possible to draw humor from the most prosaic and solemn subjects.

It is the custom—and a good one, today—to employ cartoonists who have already established a national following. This is almost the equivalent of being assured of a receptive audience in advance.

(The above are extracts from an article by Kendall True, which appeared in The Fourth Estate, Aug. 14, 1926, and are reprinted by special permission.)

Through us are available the foremost cartoonists of the day. Cartoonists with a national following, whose styles and signatures will be immediately recognized by readers throughout the country. Write for list of names and further information to FRED A. WISH, INC., 12 E. 41 St., N. Y. City. (Advertisement)

# Its Editorial Influence Is National!



MATTHEW O. FOLEY, the Outstanding Hospital Editor, Founder of Na-tional Hospital Day, now International Institu-

Management throughout the country. Ohio Connecticut Vermont Pennsylvania Idaho

Indiana Mississippi Wisconsin Virginia Arkansas North Carolina North Dakota Nebraska

RECENTLY, in one day, Mr. Foley, editor of

Hospital Management, had

correspondence with hos-

pitals in nearly half the

states in the Union. The

list of states which follows

gives an idea of the wide-

spread contact of Hospital

in

hospitals

Massachusetts Washington California Arizona Illinois New York

New Jersey

Most of these letters were in answer to some inquiry regarding hospital administration, for to Mr. Foley, the outstanding editor of the hospital field, the hospitals of the nation have learned to look for authoritative advice and helpful suggestion.

No journal is better than its editorial service, and it is because of the high character of the service of Hospital Management that it is giving to its advertisers not only coverage, but the intimate, friendly contact that is the biggest factor in advertising.

# Hospital Management

Member Associated Business Papers, Inc. Member Audit Bureau of Circulations

537 S. Dearborn Street

CHICAGO



109-113 West 45th St., New York City Midway between Fifth Avenue and Broadway An hotel of quiet dignity, having the antesphere and appointments of a well-conditioned home Much favored by women traveling without escort. 3 minutes walk to 40 theatres and all best shops Rates and backlet on application.

W. JOHNSON, QUINN



opened the morning paper with feverish pulse. Rate revision cases before the Interstate Commerce Commission threaten to tumble this State-made structure. Said a wholesaler in Waco: "If the case goes through, Waco will become a desert," expressing thus the grave significance of a change in freight rates, for of course no such disaster as he feared would ensue. Texas rates are, however, eternally in turmoil; with the railroads scheming to contract the "common point" territory and all the forces of trade rivalry seeking to enlarge it.

New England enjoys a similar "flat rate" system. But that area is compact. It is homogeneous as a market in a sense that Texas is not. Rates from distant points into New England are identical both for raw material and food for all deliveries; rates from New England factories to distant markets apply equally to the entire district, those rates being, for the country as a whole, equal to the rates from New York. Boston can ship goods to Cleveland and points beyond (or to Richmond) for the same freight costs as New York, thus "keeping everyone in business," the purpose of affording even competition in the market being paramount to mileage over which the freight is hauled.

# A Salesman Looks at Advertising

[CONTINUED FROM PAGE 36]

were wide and successful users of the testimonial appeal had entirely different stories and different methods of securing the right testimonials. One of these companies, which employs the testimonial appeal exclusively in a long list of trade publications, and in national advertising as well, clears testimonials through the house organ. And a splendid medium it is for this pur-

The editor has a roving commission to travel over the company's entire territory at will, and, being an ex-newspaper man, in that way picks up some splendid, timely material for his col-

A copy is turned over to the advertising agency handling the company's account. From its contents the agency can secure enough trade and consumer copy material to keep the advertising going for months.

Of course this house organ is out of the usual run of such publications. It has a make-up that sparkles with ideas; its editor possesses both an editorial and reportorial sense; the salesman and the dealer are always treated in a fair manner. Another company which is much interested in testimonial advertising, and had greatly benefited by it, has a different method that was as effective. This concern

# The Lillibridge Viewpoint

Number Five

Issued by Ray D. Lillibridge Incorporated

New York

#### The Merchants Planned a Parade

ome six or eight years ago, up in a certain small New England city the president of the Merchants' Association called a special meeting of that body for the purpose of discussing ways and means of stimulating spring business.

The assembled merchants decided that a Spring Style Show wouldn't do; they had held several. An airplane flight was next voted down because the merchants of an adjoining community had recently resorted to this form of "stimulus."

"Why not a parade?" asked Trapagen, the shoeman. "People will always turn out for a parade."

That suggestion met with instant approval. By all means a parade!

A parade would draw the people for miles around, and would get everybody out onto the streets. The line of march would be through the shopping center, and every merchant would feature special merchandise at specially attractive prices. How sales would boom!

And so the wheels were set in motion for a parade. The Carpet Factory band would head the procession. The Police Department would march. And the Fire Department would roll.

Before the project was three days old, the whole city was enthusiastic. Indeed, it seemed as though the entire community had just been waiting for a parade. Everybody—organizations, business houses, and individuals—wanted to march or to enter a float. It was going to be a wonderful parade!

And it was a wonderful parade. The only trouble was, it got away from the Merchants' Association. When the eventful day came business had to be completely suspended to let

everybody participate in the parade, and an entire day's sales were lost!

§ § §

STIMULATING a business by advertising has been known to work out the same way. Everybody in the concern has grown enthusiastic over the advertising as such and forgotten that the real purpose of the effort and expenditure was to stimulate sales, not to run a parade of splurging spreads through the daily, weekly and monthly periodicals of America.

It is because of this danger that we insist on setting "objectives" for our sales and advertising work, and keeping our eyes on the "objective" rather than on the advertising.

We have a bulletin which tells more about this "objective" method which will be sent gladly on request.

§ §

## Where Does Agency Service Stop?

E bring up the question of where agency service should stop.

Writing in *Printers' Ink Monthly*, A. H. Deute sees, along about 1950, advertising agencies offering, in addition to the "regular" offices, the services of an expert accountant and a good janitor.

Well, we have arranged for the services of both for clients on occasion, not because we wanted to, but because we saw that unless we took the initiative in the case of the accountant, we wouldn't have reliable figures on which to base our advertising recommendations, and in the janitor case the client's exhibition booth would not have done him credit as an "advertisement" for his business.

To our way of thinking, it isn't so important that advertising agency service be standardized or "stopped" as that some safeguard be provided so that one client is not paying for the special services being rendered another and more avaricious—or helpless—client. In our own practice this is taken care of by our Fee-and-Budget System, under which each client gets all that he pays for and pays for only what he gets. (We have a special bulletin on this Fee-and-Budget System that we send on request and without obligation.)

## 5,000,000 Hours of Preaching

Henry s. Dennison figures that during the last hundred years the Christian world has been subjected to not less than 5,000,000 hours of preaching. "Has the productiveness of this vast amount of time been satisfactory?" he asks.

We doubt it. It may have been necessary, if we were to hold our own, much as it was for Alice and the Queen (in *Through the Looking Glass*) to "run *that* fast just to keep up." But satisfactory? Hardly. And largely because the preaching has been so average.

Just so, we doubt whether so huge a volume of advertising would be required to keep the wheels of the business world turning if so much of it were not so average.

Would not less but better advertising, focused more definitely on carefully measured "objectives," develop greater progress?

#### Fortunes In Irritation

Don seltz, in his book, *Uncommon Americans*, tells about how George Francis Train, not liking a hotel in Omaha, complained to the proprietor, who told him to go and build one to suit himself. This Train proceeded to do within two months!

Which reminds us of the story of O. N. Manners, told many years ago, in *System*, if we remember correctly. The story runs that along in the 1870's two middle-aged men were riding down a Philadelphia street on the platform of one of the bob-tailed cars of the period. Morning after morning they had been riding downtown to their offices together and had often remarked on the poor service of the street railway. This morning things were particularly bad; the pace seemed more snail-like, the road-bed rougher, the delays more interminable.

"Peter," said the older man to his companion, "there ought to be a better way than this to move the people over our streets. Why can't we provide one? You run it, and I'll find the money."

"Agreed," said the other. And from this, the story goes on, grew the union of interests between Peter A. B. Widener and William L. Elkins, who were to consolidate all the street railway lines of Philadelphia into one, and who at one time owned and controlled more miles of electric railway than any two men in America.

#### § § §

This story, whether true or not, brings out strikingly the value of dissatisfaction when translated into *action*. There are fortunes concealed in public dissatisfactions—as many today as there were in 1870. Thousands of men see them only as irritations; here and there one of them will be recognized as an opportunity by some observing man, who will add action to his observation.

Thus will a new business be started, and advertising will be called upon to tell the story to the public, that the man who saw the opportunity may realize on it promptly.

#### RAY D LILLIBRIDGE INCORPORATED

Advertising

NO. 8 WEST 40TH STREET / NEW YORK
Telephone: Longacre 4000
Established in 1899

offered a cash bonus to the salesmen for the best windows that they helped their customers to dress. Only the windows, naturally, which featured their product were considered.

The customers whose windows and records were selected for the trade paper advertising were given a Liberty Bond with the compliments of the company.

Py such an arrangement both the salesman and his customer were well satisfied, and consequently cooperated with the trade paper advertising. Such a response did the company get from this plan that today they have enough testimonials on hand for several years' advertising.

"We find that by interesting both the salesman and the dealer in testimonial advertising," commented the advertising manager of this concern, "we get double cooperation. The dealer takes particular pride in his record as a merchant. When we make mention of his success in our advertising, the bond between us becomes a bit closer. He feels that we understand, sympathize with his problems and always give him the breaks.

"In checking up on customers whom we have featured in our trade paper advertising in the past five years, we find we haven't lost a solitary one. Instead, their sales have increased, and we manage to get a greater share of their orders than ever before. The direct results from this advertising show many new accounts—concerns who came to us because of the recommendation given us by the firms we featured in our advertising."

How do salesmen feel about testimonial advertising in the trade papers? Personally, I have always contended that it swayed more customers my way than an extra discount. However, I wanted to discover whether other peddlers had the same convictions. I discussed the subject with a number of them, active men who follow their company's advertising.

"I have pasted of my own accord in a scrap book," said one, "every testimonial advertisement which our company has printed in the last four years, and that's not many. However, they are the best attention-getters in my whole bag of tricks. I haven't met a fellow yet who doesn't like to read how a brother merchant has climbed to success. It's a great opener for me to get in my heavy selling arguments."

Another salesman had this to say: "You can't supply me with better ammunition than a testimonial from a man who has made money selling our line, especially if that fellow is located in the territory that I am working. When this testimonial is used in an advertisement, I find it is my ace when the customer asks the inevitable question: 'How do I know that I can make money with your line?' The testimonial printed in a trade paper they know is an authority always stops further discussion. They sign then and there on the dotted line."

# Modes & Manners Magazines

announce

an increase in the group rate, to become effective on Monday,

NOVEMBER 22, 1926

The new black and white rate will be

Page	•	•		\$1750
Half Page		•	•	875
Quarter Page	•	•		450
Eighths				250

# **Color Positions**

Back Cover		•	\$2500
Inside			2000

Rates for Individual Magazines of the Modes & Manners Group Show No Change

D.

The minimum circulation in 1926 was	200,000
The circulation now on the books for 1927 is	300,000

9

Definite Schedules For 1927 Will Be Accepted at the Present Rate Until November 22nd

# Announcing the

# National Broadcasting Company, Inc.

National radio broadcasting with better programs permanently assured by this important action of the Radio Corporation of America in the interest of the listening public

THE RADIO CORPORATION OF AMERICA is the largest distributor of radio receiving sets in the world. It handles the entire output in this field of the Westinghouse and General Electric factories.

It does not say this boastfully. It does not say it with apology. It says it for the purpose of making clear the fact that it is more largely interested, more selfishly interested, if you please, in the best possible broadcasting in the United States than anyone else,

#### Radio for 26,000,000 Homes

The market for receiving sets in the future will be determined largely by the quantity and quality of the programs broadcast.

We say quantity because they must be diversified enough so that some of them will appeal to all possible listeners.

We say quality because each program must be the best of its kind. If that ideal were to be reached, no home in the United States could afford to be without a radio receiving set.

Today the best available statistics indicate that 5,000,000 homes are equipped, and 21,-000,000 homes remain 10 be supplied.

Radio receiving sets of the best reproductive quality should be made available for all, and we hope to make them cheap enough so that all may buy.

The day has gone by when the radio receiving set is a plaything. It must now be an instrument of service.

The Radio Corporation of America, therefore, is interested, just as the public is, in having the most adequate programs broadcast. It is interested, as the public is, in having them comprehensive and free from discrimination.

#### WEAF Purchased for \$1,000,000

Any use of radio transmission which causes the public to feel that the quality of the programs is not the highest, that the use of radio is not the broadest and best use in the public interest, that it is used for political advantage or selfish power, will be detrimental to the public interest in radio, and therefore to the Radio Corporation of America.

To insure, therefore, the development of this great service, the Radio Corporation of America has purchased for one million dollars station WEAF from the American Telephone and Telegraph Company, that company having decided to retire from the broadcasting business.

The Radio Corporation of America will assume active control of that station on November 15.

### National Broadcasting Company Organized

The Radio Corporation of America has decided to incorporate that station, which has achieved such a deservedly high reputation for the quality and character of its programs, under the name of the National Broadcasting Company, Inc.

The purpose of that company will be to provide the best program available for broadcasting in the United States.

The National Broadcasting Company will not only broadcast these programs through station WEAF, but it will make them available to other broadcasting stations throughout the country so far as it may be practicable to do so, and they may desire to take them.

It is hoped that arrangements may be made so that every event of national importance may be broadcast widely throughout the United States.

### No Monopoly of the Air

The Radio Corporation of America is not in any sense seeking a monoply of the air. That would be a liability rather than an asset. It is seeking, however, to provide machinery which will insure a national distribution of national programs, and a wider distribution of programs of the highest quality.

If others will engage in this business the Radio Corporation of America will welcome their action, whether it be cooperative or competitive.

If other radio manufacturing companies, competitors of the Radio Corporation of America, wish to use the facilities of the National Broadcasting Company for the purpose of making known to the public their receiving sets, they may do so on the same terms as accorded to other clients.

The necessity of providing adequate broadcasting is apparent. The problem of finding the best means of doing it is yet experimental. The Radio Corporation of America is making this experiment in the interest of the art and the furtherance of the industry.

#### A Public Advisory Council

In order that the National Broadcasting Company may be advised as to the best type of program, that discrimination may be avoided, that the public may be assured that the broadcasting is being done in the fairest and best

way, always allowing for human frailties and human performance, it has created an Advisory Council, composed of twelve members, to be chosen as representative of various shades of public opinion, which will from time to time give it the benefit of their judgment and suggestion. The members of this Council will be announced as soon as their acceptance shall have been obtained.

#### M. H. Aylesworth to be President

The President of the new National Broadcasting Company will be M. H. Aylesworth, for many years Managing Director of the National Electric Light Association. He will perform the executive and administrative duties of the corporation.

Mr. Aylesworth, while not hitherto identified with the radio industry or broadcasting, has had public experience as Chairman of the Colorado Public Utilities Commission, and, through his work with the association which represents the electrical industry, has a broad understanding of the technical problems which measure the pace of broadcasting.

One of his major responsibilities will be to see that the operations of the National Broadcasting Company reflect enlightened public opinion, which expresses itself so promptly the morning after any error of taste or judgment or departure from fair play.

The Vice-President and General Manager will be Mr. George F. McClelland, who has largely been responsible for the successful programs of station WEAF.

We have no hesitation in recommending the National Broadcasting Company to the people of the United States.

It will need the help of all listeners. It will make mistakes. If the public will make known its views to the officials of the company from time to time, we are confident that the new broadcasting company will be an instrument of great public service.

## RADIO CORPORATION OF AMERICA

OWEN D. YOUNG, Chairman of the Board

JAMES G. HARBORD, President



# ADVERTISING AND SELLING EXPERIENCE

—at your fingers' ends

TIIIS is the indispensible advertising and selling reference and home-study set. Hundreds of men and women are using it to push themselves ahead. Hundreds of experts in all branches of marketing have it handy for reference. Agencies throughout the country have these books in their libraries. Colleges and universities use the books as texts. If you're in advertising, or selling, or any branch of marketing, don't be without the good this set can bring you.

#### S. Roland Hall's Library of Advertising and Selling

Four Volumes, 3323 Pages, 5½ x 8, Flexible Binding, 1090 Illustrations. \$1.50 in ten days and \$2.00 manthly for eight months.

The big, well-paying jobs call for men with all-nround knowledge of the entire selling business—advertising, personal salesmanship, planning, managing, etc. Add to your own experience a working command of the principles and meth-ods that have been proved in the experiences of the most successful selling organizations. You get them—hundreds of them—in

The best experience of leading organizations

of leading organizations

Covers as much ground as courses costing five or ten times as much. Written in the most instructive style, profusely Illustrated with half tones, line drawings, graphs, charts, maps, tables. Complete campaigns of many kinds outlined. Thousands of sales bleas and plans, time-saving methods and stimulating suggestion for daily use in solving marketing problems of all kinds—manufacturer to small retailer. Examples taken from scores of such prominent concerns as Burroughs Adding Machine Co., Kuppenheimer & Co., Morris & Co., National Cash, Register Co., American Radiator Co., Conkin Pen Manufacturing Co., Eastman Kodisk Co., Marshall Field & Co., Lord & Taylor, United Cigar Stores, J. C. Penney & Co.

#### Special Library Price \$17.50

No Money Down Small Monthly Payments Examine the Library for 10 Days FREE

FREE EXAMINATION COU	UPON
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McGraw-Hill Book Company, Inc. 370 Seventh Avenue, New York.

You may seri me the HALL LIBRARY OF ADVERTISING AND SELLING for ten days' free examination. If the moois are satisfactory, 1 will send \$1.50 in ten days and \$2 a month until your accelar price of \$1.750 has been paid. If not wanted, 1 will write you for shipping instruc-

tions.													
Aame .												,	
Address			,										

Position A F 9-22-26

# Preaching-or Practicing?

[CONTINUED FROM PAGE 27]

tising manager of this paper. Eventually-usually sooner-I am called on the carpet by the publisher. I am reminded that he would be the last person in the world to attempt to dictate the editorial policy, but the fact remains that our circulation income scarcely pays for our stamps and that the primary purpose of any trade paper is to please the advertisers and secure a stable advertising revenue. Oh, 1 know the patter! And touching on the matter of the Dank Company, the Blank Agency feels that a marked injustice has been done and . . . And so, in the following issue you will note mention of the Perkins Pickle Plant and the Dank Doodads.

"Practically every trade paper editor is in the same boat. The stuff comes in; and the powers-that-be say that some of it shall be used-enough to placate advertiser and advertising agency. It is, of course, a species of legalized high-binding. I'd like to have it stopped, and of all the people who are raising a howl about the abuses in the advertising field, I think I would be safe in saying that the editors are really the only ones in favor of a strict emasculation of the practice."

The picture is not a pretty one, is it? It happened that the writer of this article has been on all sides of the desk. He has handled advertising; he has been a publicity man; and he has been an editor. In one year he secured for a certain firm something like 8,000,-000 lines of free publicity.

TF the practice of permitting free publicity to exist ever falls into lasting disrepute, some measure of eredit will be due advertising solicitors who refuse to bootleg space when they are after a new account. Oh, yes, the solicitors do bootleg space! They may deny it; publishers may brand this as a barefaced lie; and agencies may claim that l am a false alarm and entirely without virtue. But the man out in the hinterlands who buys space will agree with me. Understand, I do not say that all space solicitors bootleg space-but a goodly and ungodly portion of them do. Sometimes they do it in a subtle fashion; sometimes it is an outright trade, a verbal and binding understanding. More than once I have, at the suggestion of a solicitor, presented him with two or three publicity stories, with the understanding that if his publication printed them, on his next call we might talk over a contract. Nine times out of ten the stories were printed. Did we sign a contract? That, as Mr. Kipling so often suggests, is another story.

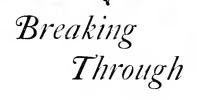
The free space lure, neatly cast before the gaping jaws of a prospective advertiser by a clever angler of a solici-

is called to the attention of the adver- tor, has brought more than one signed contract into the creel. No better artificial bait was ever used.

> THE newspaper editor is pestered by THE newspaper editor is pestered by a flood of multigraphed and mimeographed publicity that flows from agency offices. In a way he is in a more independent position than the trade paper editor. Most of this publicity is carefully dolled up, seasoned and spiced to make it appear like real news. Here's one I saw the other day; just a little news note from a room number at a certain city address. It showed a picture of a can of soup (mat on request at no cost) and while the maker's name wasn't legible, the form of the label left but little to the imagination. The news (?) told briefly that while being interviewed at breakfast, William Wrigley, the chewing gum king, inhaled a large section of hot soup. This, aceording to the sheet, was in strict accordance with the orders of his doctor.

Interesting? Yes. But suppose every editor to whom this publicity squib was sent had given it space one column, three inches deep. There would be a grand rush of fond wives to the grocery stores, a marked demand for a certain brand of eanned soup, and the first thing we knew we would be sitting down to a breakfast consisting of a steaming bowl of vegetable soup. No, this isn't supposed to be funny-but it is just what happens if free publicity of this character is universally printed. Perhaps that item may be constructive publicity; perhaps the agency responsible for it may think the stunt a elever one. They may be right-but I doubt it. This same agency happens to have me on its mailing list, and every time the unidentified slips come I get a hearty chuckle out of them.

Here is another agency. It handles the account of a certain phonograph eompany. Someone in the office grinds out reams and reams of free publicity that is sent broadcast. Mats and euts free, of course; release dates and all that sort of thing. No newspaper syndicate was ever more efficient. Neat little space fillers about the startling fact that Sarah Static, the lyric soprano, has just bought a new canary; sterile messages about the alleged fact that Terry Cohen of Cohens' Royal Hibernians is now taking up with no end of zest the collection of Stiegel glass. And Baron Blatto, the eminent basso, is sailing for his native heath of Bunkolorum for an extended stay. Don't smile, brethren, for I am presenting you with facts. Seldom, indeed, do these items carry greater interest. Newspaper editors are supposed to reach for matter of this type with loud and enthusiastic gloats. My experience is that the gloats are usually absent. I sup-



THE SAMPLING PROBLEM

Sampling can now advantageously be made a part of your *printed salesmanship*. The method exemplified here enables you to have a nation-wide distribution of *textured color sample* cards or folders as soon as the goods are ready, or even before.

May we have the opportunity to discuss the possibilities of its use in sampling your goods?



The John C. Powers Company, Inc.

Printing and Lithographing

69 Duane Street

NEW YORK



#### THE

# John C. Powers Company

Incorporated

PRINTING AND LITHOGRAPHING

69 Duane Street New York

TELEPHONE WORTH 2890

—where personal interest insures individual attention

pose, of course, that country editors, hard-pressed for fillers, do stick in one or two of them on occasion.

How much money is being spent in this hectic and idiotic rush for free space? I haven't the courage to make an estimate. No figures are available. But the fact remains that the policy has the full support of some of "our best people." That fact cannot be denied: agencies and national advertisers of note and repute are frankly after as much free publicity as they may secure by hook or crook.

Free space is the most costly thing in advertising. If it creates good will, if it stimulates desire, it might be worth all the effort and money it costs. But at the best it is a sheer speculation.

Free space deserves no important place in any schedule. It cannot stand up and compete with paid space. I doubt if anyone can effectively defend it. I am in complete sympathy with those who preach against its use. But I cannot see eye-to-eye with those who preach one thing and practice another; that is hypocrisy—a mental condition dangerous to business as it is to a code of morals.

Let us be frank, gentlemen. Let's pull our heads out of the sand. Let's get away from the Dark Age of Advertising. Let us admit that the free space complex exists because it has the support of influential friends.

### Evening Classes in Advertising to Be Held at Columbia

The winter session for evening classes in advertising, offered by the Extension Department of Columbia University, New York, will open on Sept. 22. Courses are being offered in: The Principles of Avertising, Copy, Art, Psychology, Merchandising, Direct Mail, Layouts and Mechanics.

### New York Advertising Club to Give Public Course

The Advertising Club of New York will conduct its annual course on advertising and selling this year. The course consists of a series of lectures and discussion periods under the leadership of recognized experts in all departments of advertising and merchandising. The committee in charge, which is headed by Paul L. Cornell, vice-president of Hommann, Tarcher & Cornell, promises an especially authoritative list of speakers for the lecture periods, which will take place Tuesday and Thursday evenings, from Oct. 1 to March 8.

Included in the Course Committee are: D. J. Crimmins, space buyer, Newell, Emmett, Inc.; Harry A. Carroll, eastern manager, *Philadelphia Retail Ledger*; Norman M. Markwell, account executive, Hommann, Tarcher & Cornell; C. W. Bonner, Jr., of Riis & Bonner; Harold Palmer, Whitman Advertisers' Service, Inc.; Hal D. Chapman and Harry Grace.

Good typography sometimes is the magic fairy that makes an ugly duckling a beautiful swan...

A typographer can be a beauty specialist, too.

WIENES TYPOGRAPHIC SERVICE
INCORPORATED
203 West Fortieth Street, New York
Phone Longacre 7034-7035

ISPLAY advertising forms of Advertising and Selling close ten days preceding the date of issue.

Classified advertising forms are held open until the Saturday before the publication date.

Thus, space reservations and copy for display advertisements to appear in the Oct. 6th issue must reach us not later than Sept. 27th. Classified advertisements will be accepted up to Saturday, Oct. 2nd. In Allentown (Pa.)

# THE CALL gained 14%

in total lineage in the first six months of 1926.

The Call leads in everything.

Q)

# The Allentown Morning Call

Story, Brooks & Finley
National Representatives

"Ask us about Advertisers' cooperation"

# Are you looking for an employee?

If so, turn to page 93 on which The Market Place appears. There you will find the advertisements of several advertising men looking for good connections. Perhaps one will just suit your requirements.

# In Sharper Focus

#### Fritz J. Frank

When a man rises in sixteen years to the presidency of a fifteen million dollar corporation for no ostensible reason other than persistence and native ability, the chronicling of his achievements would seem to call for the palpitating pen of a Horatio Alger, Jr. But Fritz J. Frank, newly elected president of the United Publishers' Corporation, is no Alger hero. His character is as free from panegyrics as his rise has been free from melodrama. Primarily he is a salesman, but above all else he is a far-sighted business



© Pirle MacDonal

man with tenacity of purpose, a flair for finance, and executive ability of the highest order.

It is perhaps quite generally agreed that Fritz Frank has a record that entitles him to be called the most able and successful advertising salesman who has ever been connected with the business paper field. He joined the advertising staff of The Iron Age in 1909 and there, working in the New York territory, he brought in a volume of business unprecedented in the history of that ancient and honorable publication. For ten years he continued to cover the same territory, and it is to his efforts there that a great deal of the remarkable growth of this mammoth of business papers is traceable. He simply produced and kept right on producing. The longer he remained at his post, the greater became the good will toward his publication and the greater grew his volume of business. Then, in 1919, he suddenly stepped

from the position of salesman to that of president of The Iron Age Publishing Company.

His life, like his career, includes a list of steady advancements and achievements. He was born in Pennsylvania fifty-some-odd years ago of thrifty Dutch stock. From the first he exhibited the traits which he was to show in later life; culminating a hard-earned career of schooling with his graduation from Rollins College in Florida, through which he worked his way. Today one of his greatest sources of satisfaction is his position on the Board of Trustees of his alma mater.

He has been active also in the organizations with which his job has been intimately related, being an active member of the Associated Business Papers, Inc., of which he was president from 1923-1924. He is also a director of the First National Bank of Pleasantville, N. Y., where he has an attractive home. His hobbies include golf, bridge and a keen enthusiasm for hunting and fishing in the northern wilds. Once, while a representative of Mines and Minerals, he made a fifteen months' trip around the well-known world in the interests of his publication. Apparently those were fifteen pretty intensive months, for the travel bug has not bitten him seriously since that time. He finds it more congenial now to remain where he can keep in touch with his business, which is natural and as it should be: for Fritz J. Frank is a long way from being that well-known American institution, the business figurehead.

#### Paul S. Armstrong

R. PAUL S. ARMSTRONG has consented to appear in our private hall of fame only after making reservations of a becomingly modest nature. He doubts his proper qualifications for an appearance because, says he, he has left the direct practice of advertising. Moreover, he writes that he started—and this is decidedly original—in the advertising end of his concern by accident rather than by design. To make the record unique, it merely remains to be learned that the same company is the only one for which he has ever worked.

In 1916, having graduated from the Michigan Agricultural College, Mr. Armstrong joined the dealer service department of the California Fruit Growers' Exchange as an eastern traveling representative. The exchange—probably better recognized when the word "Sunkist" is mentioned—is one of the oldest and most suc-

COLUMBIA

The Largest Catholic Magazine in the World

THE Brunswick-Balke-Collender Company is among the leading national advertisers who are building sales and good will in the large and receptive dual market which COLUMBIA influences.

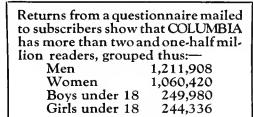
In many Knights of Columbus club houses throughout the country the members enjoy the engaging pastimes of billiards and bowling with Brunswick-Balke-Collender equipment.

It is reasonable to expect that the new Brunswick "Home Club" billiard table, now featured in COLUM-BIA, will find its way into homes where this magazine is read each month.

The advertiser in COLUMBIA has the advantage of a favorable introduction to three-quarters of a million families and likewise to executives responsible for the purchase of equipment for Knights of Columbus club houses and permanent club rooms and other Catholic Buildings, viz.: Churches, Colleges, Academies, Schools, Auditoriums, Chapels, Rectories, Homes, Orphanages, etc.



The Brunswick "Home Club" Billiard Table



2,766,644

TOTAL



# The Knights of Columbus

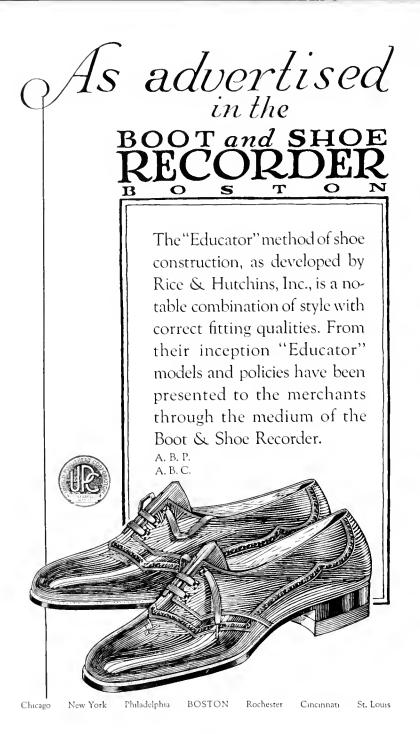
Publish, print and circulate COLUMBIA from their own printing plant at New Haven, Connecticut

Net Paid Circulation 748,305 Member A. B. C.

Twelve months average, ended June 30th 1926

Eastern Office
D. J. Gillespie, Adv. Dir.
25 W. 43rd St.
New York

Western Office J. F. Jenkins, Western Mgr. 134 S. La Salle St. Chicago



The Standard Advertising Register

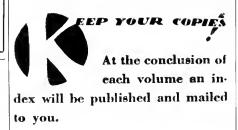
is the best in its field. Ask any user. Supplies valuable information on more than 8,000 advertisers. Write for data and prices,

National Register Publishing Co. Incorporated
15 Moore St., New York City

R. W. Ferrel, Manager



Be sure to send both your old and your new address one week before date at issue with which the change is to take effect.



eessful among cooperative growers' organizations, and is the source of the familiar Sunkist oranges, grapefruit and lemons. A pioneer in the advertising of perishable fruits, it began making California oranges famous eighteen years ago. In the achieving of that successfully gained result, Paul

Armstrong played a prominent part. In April of 1917 he left the East to settle in Los Angeles as manager of the dealer service department, a bureau of the advertising department.



This move seems to have offered proper scope for his abilities, for in December of the same year he was made assistant advertising manager. Four years passed; the country learned what Sunkist means; and 1921 made its expected arrival. Mr. Armstrong was thereupon promoted to the management of the company's advertising department, which he ably directed until this year. Recently a meeting of the board of directors appointed him assistant general manager of the organization; and thus it was that he came honorably to leave the ranks of bona fide advertising men.

# Alcohol Manufacturers Organize

The Industrial Alcohol Manufacturers Association has opened offices at 30 East Forty-second Street, New York City, under the direction of Dr. Lewis H. Marks, executive secretary.

This association is comprised of the following member firms:

Kentucky Alcohol Corporation. American Solvents & Chemical Corp. Publicker Commercial Alcohol Co.

David Berg Industrial Alcohol Co. The Rossville Company.

The Federal Products Co., Inc. The American Distilling Co.

National Industrial Alcohol Co., Inc. Industrial Chemical Company.

which, through these offices and under the direction of Dr. Marks, will transact all association business.

# SOLOMON LISTENED IN

One of the chief reasons why Solomon was rated the wisest man of his time was that he always listened in when there was news on the air. Whether it happened to be an item about what the Queen of Sheba was wearing on the Riviera, or merely quotations from the local Wife Exchange, he never failed to listen in.

The wisest men today are

The wisest men today are listening in on the startling news of our growing rural market, and they are making inquiry as to the best means of selling that market.

Comfort Magazine has a thirty-eight-year-old friend-ship with about six million of these rural folk—all potential buyers of your goods.

Take a tip from Solomon, and write to our nearest office for details of the Comfort hook-up. It will pay you to listen in.

THE KEY TO HAPPINESS AND SUCCESS
IN OVER A MILLION FARM HOMES

NEW YORK · 250 PARK AVENUE CHICAGO · 1635 MARQUETTE BLDG. IAST FORMS CLOSE 28TH OF SECOND MO'TH TRECEDING DATE OF ISSUE

AUGUSTA, MAINE



# Complications

N a preceding issue the gentleman on our right, quoted Mr. Jordan to the effect that people connected with the advertising business try to make it complicated instead of simple.

This failing is not confined to advertising; it's an almost universal lumnan weakness. We seem forever to be seeking complications to overcome. If they don't already exist we will often go to the trouble of creating them.

Once, I got a tremendous kick out of that old, simple problem in the "Nuts to Crack" book.

This is the problem: If a steel band were stretched tight around the earth in a perfect circle it would be 25,000 miles in circumference and about 8000 miles in diameter. Now, suppose the band were broken at one point and a strip of steel 10 inches long were inserted. If the band were now equidistant from the earth at all points, how far away from the surface of the earth would it be?

The answer is 11% inches. Because. the ratio of the diameter of any circle to its circumference is as 1 is to 3.I416.

I got the big kick out of this simple problem by springing it on a very well educated editor of one of our leading engineering magazines (you'd be surprised).

He said the distance would be so infinitesimal that you wouldn't be able to see it or even slip a piece of thinnest tissue paper between the band and the earth.

I gness be though that the ratio of diameter to circumference didn't apply to great hig circles. Only to "domescircles, as it were, if you will pardon a pun at this point.

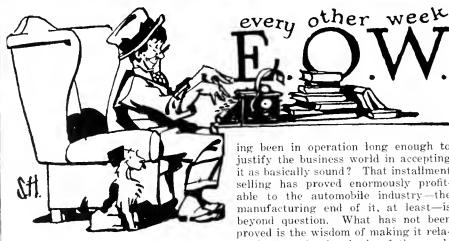
And, I couldn't for the life of me make him see it. Yet, he was a well educated man and not a slonch as a mathematician either.

He was the farmer looking at the camel all over again. He couldn't believe his own senses.

That well illustrates our propensity to make things complicated.

a. R. Maujer. INDUSTRIAL POWER 608 So. Dearborn Street Chicago, Ill.

ine of the reasons why INDUSTRIAL POWER is such an effective advertising medium is because many common complications have been eliminated. Why not get the details noze?



#### Almost Too Good to Be True

At last I've found a summer resort hotel which measures up to my idea of what a summer resort hotel should be. No! I shan't tell you either its location or its name. All I'll say is that it is in the Catskills. I've been here a week. It's heavenly; in spite of the fact that rain has fallen almost every day.

No jazz! No eigarette-smoking flappers! No grass widows! As for the meals, really I did not know that such food as I have eaten for the last seven days could be had anywhere on earth. One hundred per cent American cooking! The finest in the world—if you can get it. Here, you can-and do.

#### "Selling" Religion

Isn't the International Advertising Association overdoing things when it undertakes to "sell" religion? Isn't it running the risk of doing more harm than good, not only to religion but to advertising as well?

The "copy," we are told, is to be

written by 100 clergymen. These men, no doubt, are in agreement on certain fundamentals—that honesty is the best policy, that virtue is its own reward and that the way of the transgressor is hard. These are self-evident truths; and it will do no harm to stress them. But if and when the clerical copywriters get outside these limits-and they will. Be sure of that—they will invade a field in which there as many beliefs as men. Yet if they stick to the fundamentals, they will be merely threshing over old straw.

#### We Shall Know More Five Years Hence

Kenneth M. Goode in a recent issue of Advertising and Selling says: "Coming prosperity . . . depends on a vastly increasing base of mass consumption. And of that triangular base, the first corner is Lower Prices; the second, lland-to-Mouth Buying; the third, Installment Selling . . . . Properly safeguarded installment selling is clearly recognized as a blessing."

Isn't this last statement a trifle premature?-this is, has installment sell-

ing been in operation long enough to justify the business world in accepting it as basically sound? That installment selling has proved enormously profitable to the automobile industry—the manufacturing end of it, at least-is beyond question. What has not been proved is the wisdom of making it relatively easy for hundreds of thousands of people to buy something which they have not the money to pay for, at the time of purchase. As to that, we shall know more, five years hence, than we

#### The Goods Were Mis-marked

Last fall, at my suggestion, a relative of mine bought fifty shares of the preferred stock of a certain well known industrial organization whose advertising has attracted wide and favorable attention and whose products are sold through men's furnishings stores. He paid 105 for the stock and as its dividends are at the rate of 7 per cent per annum, the investment yielded 6 2/3 per cent-a very good return, particularly in view of the fact that it is earned five times over.

The last time I saw my relative, I asked him if he still owned his stock in the Blank Company. "No," said he; "I've sold it." "Why?" I asked. "Because," said he, "twice since I purchased it, I've had trouble with goods of their manufacture. The quality was all right, but the goods were mismarked—that is, the goods inside the eontainer were not of the size shown on the outside. I have no patience with that sort of thing."

#### The European Debt Situation

I met, recently, a middle-aged, middle-class, mid-westerner, whose views on the European debt situation are, I fancy, fairly representative of those held by men who live west of Chicago. The debts, he insisted, should be paid in full. To my suggestion that it is better to have a prosperous rather than an impoverished Europe, that Europe cannot get on her feet again as long as she is head over heels in debt and that, in the long run, it would pay us to be exceedingly lenient in the matter of deht collection, he turned a deaf ear. "They borrowed the money, didn't they? Well-

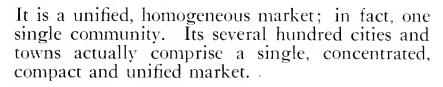
I think I understand better than I did, how "difficult" a problem we face. Easterners, particularly those who know Europe fairly well, have one point of view. That of the West is the exact JAMOC.

# Outlets for sales in the Northern Nine Counties

HE people in the Northern Nine Counties require 11,460 grocery stores, 966 drug stores and 740 hardware stores to trade in.

Only one city in the country trades in more grocery stores; only three cities in more drug stores; only 2 cities in more hardware stores — trading areas included.

An enormous market, the Northern Nine Counties—and outstandingly desirable.



In purchasing power, moreover, it is signally high. The volume of business transacted is exceeded by only four cities, their trading areas are included.

In value of dwellings under construction, it is exceeded by only five entire states.

In number of income tax returns, it is exceeded by only two cities.

The road to the favor of the quality families in the Northern Nine Counties is through Charm, The Magazine of New Jersey Home Interests. Charm's circulation 81,237, in this area is the largest and by far the best of any magazine.







Office of the Advertising Manager, 28 West 44th Street, New York

# Your Advertising Problem in Buffalo is Simplified

Your advertising in The Buffalo Courier-Express will reach practically all the buyers in Buffalo and adjacent territory. No advertiser need any longer use two newspapers to tell his story to the same people.

The problem was simplified for you by the merger of two great dailies. The Buffalo Courier-Express stands alone, all-powerful in the morning field—giving you in a single effort a coverage that is definite and absolute.

Also there is a metropolitan Sunday newspaper, The Buffalo Sunday Courier-Express, which will carry your story to the largest audience reached by any paper in New York State outside of New York City.



Lorenzen & Thompson, Incorporated Publishers' Direct Representatives

Chicago

New York

San Francisco

Seattle



# THE AMERICAN ARCHITECT A. B. C. Est. 1876 A. B. P.

"Advertising and Selling to Architects," a booklet prepared to give you a better understanding of the architectural field, is now available.

Your copy will be sent upon request.

243 West 39th St.

New York

Folded Edge Duckine and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Displays

THE JOHN IGELSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

Bakers Weekly A.B.C.-A.B.P. New York City Ne



By Dorland Agency, Ltd., London. "Empire Markets—No. 1, Australia, and No. 2, Canada." The first two of a series of eight brochures giving a concise statistical survey of the field for trade in the British Dominions and Colonies. They are prepared in as concise a manner as possible to give all pertinent facts and essential information. Price (for the series) \$1.

By the Review-Chronicle National Advertising Bureau, Spokane, Wash. "General Survey of Tobacco and Tobacco Products in Spokane and the Spokane Country Market." This is a comprehensive market survey compiled from interviews and questionnaires that covered consumers, and retail and wholesale dealers. The information obtained has been summarized and compared with that from other sections of the country. The figures have been arranged in the form of statistical tables and diagrams. Free upon request.

BY A. W. SHAW COMPANY, Chciago and New York. "Business Correspondence Handbook." Edited by James H. Picken, M. A. A discussion of business correspondence indicating the various ways in which business letters are used by modern business organizations, and setting up rules or standards of practice by which those who do business by mail should proceed in order to realize the best results. It is designed to serve as a reference work for business men, supplanting the original "Business Correspondence Library," published by the A. W. Shaw Company in 1911. There are careful analyses of the various problems involved. Price \$7.50.

BY THE DEPARTMENT OF COMMERCE, Washington, D. C. "Report of Commission Appointed by the Secretary of Commerce to Visit and Report upon the International Exposition of Modern Decorative and Industrial Art in Paris. 1925." This is a brochure of distinct interest and value to the manufacturer and designer. The commission has made an excellent, brief report of an exposition which has already made its influence felt in Europe. The various authoritative, individual reports which make up the whole have been written with an open mind toward the new developments in design but always keeping in view their possible adaptability to the conditions peculiar to the American market. Free upon request.

By Good Housekeeping, New York. "Directory of Guaranteed Merchandise." A list of the merchandise advertised in *Good Housekeeping* and backed by its well-known guarantee. Following each item in the directory is a brief story about the product or line listed. Free upon request.

# An Important

# Announcement

On Tuesday, Sept. 14th

# The Tulsa World

OKLAHOMA'S GREATEST NEWSPAPER

# Began Publishing An All Day Newspaper

Morning — Evening — Sunday Morning

Heretofore the Tulsa World published only morning and Sunday morning editions. On September 14th new evening editions were added with entirely new make-up of news, editorials and features, making them entirely different from the morning editions.

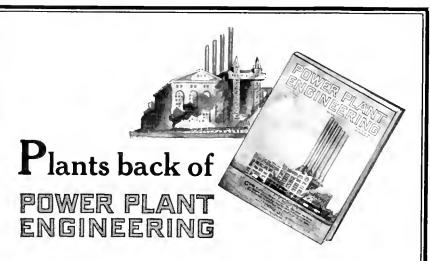
By supplementing the Tulsa Morning World with complete evening editions the World is in a position to render a greater service to its advertisers and the people of Tulsa and its Magic Empire, the rich market unit of eastern Oklahoma.



Advertising Representatives

FORD-PARSONS Co. 306 N. Michigan Ave., Chicago 58 Sutter St., San Francisco BRYANT, GRIFFITH & BRUNSON 9 East 41st St., New York 201 Devonshire St., Boston Walton Bldg., Atlanta, Ga.

Davies & Dillon 707 Land Bank Bldg. Kansas City, Mo.



M ANUFACTURERS of products for power plants value prospects in proportion to the extent of their buying power.

Power Plant Engineering is the buying and operating guide of nearly 23,000 men who plan and operate large, up-to-date plants.

Automatically its high editorial quality attracts the progressive men of authority in the power plants of leading industries.

Let us show you the plant-quality back of Power Plant Engineering.

#### POWER PLANT ENGINEERING

Established over 30 years

A. B. P.

53 West Jackson Blvd., Chicago, Ill.

A. B. C.

# —GUIDE—PHILOSOPHER—FRIEND

The Daily Herald is bought, read and accepted as a "guide, philosopher and friend" by more than 6,000 people on the Mississippi Coast—people who have money to spend for the luxuries, as well as the necessities of life.

YOU, who have merchandise or service to sell, can well invest your advertising money in the productive columns of The Daily Herald largest in circulation of any newspaper in South Mississippi

# THE DAILY HERALD

GULFPORT

MISSISSIPPI

BILOX

Geo. W. Wilkes' Sons, Publishers

### LUMBERMEN

offer power plant equipment and mill accessory firms; building material and truck manufacturers a big sales field. For surveys ask

American Sumberman

Est. 1873

CHICAGO, ILL.

# RAKERS HELPER A.B.P. and A.B.C. Published Twice-a-month

Bakera' Helper has been of practical service to bakery owners for nearly 40 years. Over 75% of its readers renew their subscriptions by mail.

New York Office 431 S. DEARBORN ST., 17 E. 42nd St. CHICAGO, ILL.

# How One Company Controls Selling Cost

[CONTINUED FROM PAGE 40]

who has charge of sales. Branch office and master budgets are kept upto-date—so much so that the vice-president is in a position to know whether Selling Cost for any branch office is increasing or decreasing, and also whether the branch offices are keeping within or exceeding the budget for the current year. The information is cumulative; that is, the budget not only shows what the expenditures are, each month, but also what they have been for a given period—two, three, four, five, six or nine months.

It is, I fancy, unnecessary for me to say that with such a "picture" before him, the vice-president of the Blank Company can put his finger on extravagance in selling cost and check it before it goes too far. In other words, he is in the enviable position of being able to control sales expense.

To reproduce the Master Budget—or even the budget of a branch office—is not practicable. Advertising and Sell-ing's pages are not large enough. All I can do is to suggest in far from complete form, what the Selling Cost Budget is like; and this I have done.

# Exporting Is Not a Game

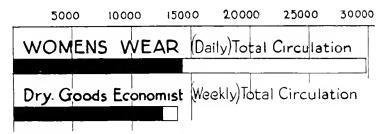
[CONTINUED FROM PAGE 32]

established there. It's a big State; I want all of its trade I can get. I'm not looking for an order for one machine from some little fellow in San José who won't know what to do with my refrigerator when he gets it; or who will botch the installation so that my company will get a permanent black eye throughout neighboring counties. I'm not giving exclusive rights for California to the first man from Fresno or Stockton who asks for them; no matter what thrilling tale he hands me of the wonders he can work. No, sir! When I go after export business I'm going to be in dead earnest about it, and helieve me I'm going to get it if brains and money count. If it's worth anything, it's worth a lot. Anyhow, I'm not at all interested in pitching pennies for it.

"I don't mean to condemn your method wholly." Mr. Jeremiah concluded, as Ziegfield looked both angry and disappointed, "It may be very good, perhaps, for some things, like push buttons and electric switches—I'm sure I can't judge—always provided that you are aggressive as well as intelligent in your sales development. That's the main thing; whether you do it or a manufacturer does it himself. But as for me, I guess I'll do my own and I'll do it in much the way that seems to work pretty well

# Momen's Mear

# Dominates in Retail Circulation



The black section of the bar denotes retail circulation; the white, non-retail.

In comparing WOMEN'S WEAR daily retail circulation of 14,284 with the Dry Goods Economist's weekly 12,548, it should be borne in mind that WOMEN'S WEAR'S circulation policy is rigid—inflexibly paid in advance at the full rate.

Advertisers and advertising agents who wish to obtain first-hand evidence as to the standing of apparel and textile

trade papers are earnestly advised to consult the merchandise managers and other major executives of representative department stores and women's specialty shops.

The supremacy of WOMEN'S WEAR service in every branch of the women's apparel and dry goods trades — retail, wholesale and manufacturing —is not questioned by any informed and impartial person.

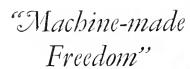
(This is the second advertisement of a series. The third will deal with circulation in New York—the greatest textile-apparel market.)

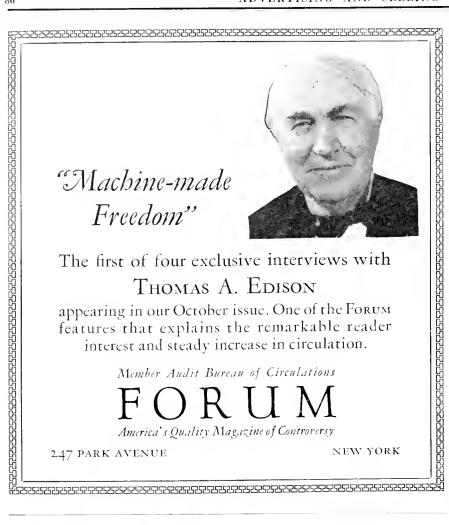
# Fairchild Publications

8 East 13th Street

New York

18 branch offices in the United States and abroad







New York's newest and most beautifully furnished hotel accomodating 1034 guests Broadway at 632 Street.

ROOM WITH PRIVATE TOILET ROOM WITH PRIVATE BATH-

\$350

it's not merely a "klever kut-out" it's an EIN/ON-FREEMAN WINDOW DI/PLAY



#### "99% MAILING LISTS"

Stockholders—Investors—Individuals—Business firms for every need, guaranteed—reliable and individually compiled.

 $_{\text{Charge}}^{\text{Standard}}~\$5.00~\overset{\text{Per}}{\text{Thousand}}$ 

There is no list we can't furnish anywhere. Catalogu-and information on request,

NATIONAL LIST CO.

Newark, N. J

THE JEWELERS' CIRCULAR, New York, has for many years published more advertising than have seven other jewelry journals combined.

#### Topeka Daily Capital

The only Kansas daily with circulation thruout the state. Thoroughly covers Topeka, a midwest primary market, Gives real co-operation. An Arthur Capper publication.

Topeka, Kansas



here at home. No matter if my line is a specialty requiring rather unusual handling, the principle remains the same."

## The Return of the Fat-Face

[CONTINUED FROM PAGE 38]

"To the Bride's Taste," lifted from Fashions of the Hour, is typical of some of the clever captions achieved by first rate artists; but, and a second "unfortunately," not every artist relieved the heavy black with so neat a stipple effect, and it was not many years before we had out-and-out blacks, such as the "Jewels" page, also from Fushions of the Hour. The first is early in 1924, the latter late 1925. The change is significant. It shows the general movement toward the fat-face type which leers at us on every hand today.

You may recall the "Golf" cover done by George Ilian for the District of Columbia Paper Co.'s book of cover stocks; it carried the idea one step farther with its violent difference in weight between items and serifs. Even Didot or Bodoni would probably pass out on looking at it. But it was smart, and the style seemed to have caught popular fancy. Everywhere you turned you saw lettering along those lines, and the typographers who claimed there was a definite type face, and one only, for every mood, service or product, used these black elephants indiscriminately for Paris opening announcements, men's sports, furniture or what-not.

Where are we drifting? Let us pray aloud for some Moses to lead us safely through this black sea!

# The Use of Color in Selling

[CONTINUED FROM PAGE 34]

house, a garden, a dress, a piece of jewelry, wall paper or any other designable thing.

If you can get your great color moment, your centre of interest, all else will fall into relation. Many schemes are ineffectual just because they are good, mediocre balanced effects without definite dynamic kick to get attention. The getting of the central thought is the biggest battle. The second battle is to allow nothing to interfere with one's effect.

The miracle of the coal tar dye has not yet been finally unfolded. Dyes can be like imprisoned light with the florescent quality of rainbows. Dyeing and lighting and the production of fabrics are still in their infancy. After every war even wise men decide that we are never again to have true prosperity, yet they are always wrong. Men decide that we have reached the end, but we never have.

If you want to be convinced that STANDARD RATE AND DATA SERVICE is essential in selecting the proper mediums for your advertising campaigns—put yourself in the place of our present subscribers.

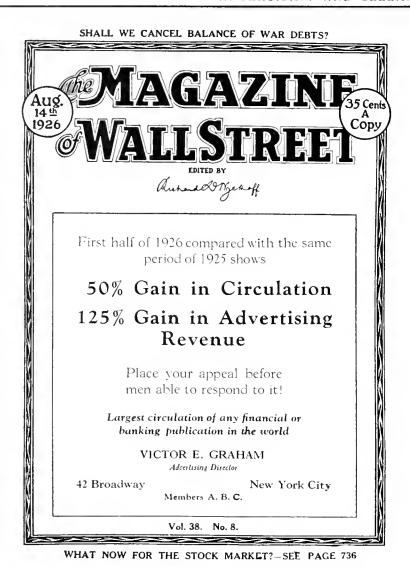


PUBLISHERS—This electro will be furnished to you free of charge. Use the symbol in your advertisements, direct-by-mail matter, letterheads, etc. It's a business producing tie-up—links your promotional efforts with your listing in Standard Rate & Data Service.

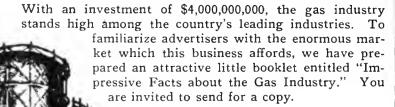
#### - USE THIS COUPON

# Special 30-Day Approval Order

STANDARD RATE & DATA SERVICE, 536 Lake Shore Drive, Chicago, Illinois.	1920
issued since it was published for "30 days" use. Unles	e current number of Standard Rate & Data Service, together with all bulletins as we return it at the end of thirty days you may bill us for \$30.00, which is give is to be considered the initial number to be followed by a revised copy on the end accurately by bulletins issued every other day.
Firm Name	Street Address
City	State
Individual Signing Order	Official Position



### "Impressive Facts About the Gas Industry"



Robbins Publishing Co., Inc. 9 East 38th Street New York

GAS ENGINEERING AND APPLIANCE CATALOGUE

## Dangers to Business in the Political Outlook

By Gilbert H. Montague

Unless the warning is heeded which the administration recently sounded in its successful prosecution of two widely advertised combinations in the food industry, nation-wide investigations into the circumstances and legality of several recent mergers, combinations and trade association activities may be expected during the next year or two from the Department of Justice, the Federal Trade Commission and Congress.

Jazz finance and a carnival of business prosperity has led in too many recent instances to a syncopation of the most ordinary legal precautions, and unless the present danger signals are heeded there will certainly be a reaction of popular and political anti-trust agitation with the possibility of new drastic legislation by Congress.

It should never be forgotten that it was under the administration of President Taft that popular discontent with various centralizing tendencies in American business compelled a conservative Republican administration to inaugurate the most drastic program of prosecution ever brought in the history of the enforcement of the antitrust laws.

Not for a generation have the courts, the administration and the American public been so friendly toward business, both big and little.

The Government's future attitude toward business depends chiefly upon the moderation, the discretion and the reasonableness of American business during the months that lie before us.

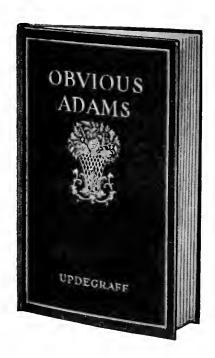
Abstract of an address before the New Jersey Laundry Association.

## Discovering America

MERICAN store methods transplanted by H. Gordon Selfridge to his department store in London have made a sizable lot of money for him, and so it was reasonable that he should make it possible for a group of his employees to see the methods in the original. For the trip the store gave each member of the party \$150 and arranged to lend the balance required, repayable in installments.

Labeled as "merchant adventurers" because they believe business in this day is as hazardous as in the times of the Florentine Medici and the Venetian Doges, the voyagers set sail from Southampton for New York, with Chicago as their western objective. To the trite evaluation of travel as a broadening experience, the Selfridge store has offered the interesting amendment of belief that it pays. It would be easy to twit those English business men on their belated discovery of America if so many American's weren't troubled with a defective national vision .- Nation's Business Magazine.

# When E. M. Statler Read "Obvious Adams"



# -He immediately ordered copies sent to the Managers of all his Hotels

IKE many another high-calibre business man he recognized in the story of Obvious Adams, the sound philosophy that makes for business success, whether the business be writing advertisements, managing a department or running a great metropolitan hotel.

An "obvious" man himself Statler wanted his managers and their assistants to see clearly just what it is that keeps a business on the ground and makes profits. So he sent each of them a copy of this little book, written several years ago by Robert R. Updegraff as a story for the Saturday Evening Post, because he saw that it would crystallize one of the biggest and most important of business principles and make it graphic and unforgettable—give it to them as a working tool.

For this same reason advertising agencies, newspaper publishers, bankers and business men in many other lines are purchasing **Obvious Adams** in quantities at the new wholesale prices to distribute broadly through their organizations, to executives, department heads, salesmen, and office workers.

Have your people read it? Wouldn't it be a good business investment?

#### Quantity Price List

500 copies or more, 40c per copy 100 copies or more, 44c per copy

50 copies or more, 46c per copy

25 copies or more, 48c per copy

10 copies or more, 50c per copy Single copies, 55c postpaid

# KELLOGG PUBLISHING COMPANY

30 Lyman St.

Springfield, Mass.

# The Advertisers' Weekly

in its issue of September 4, 1926

refers to "the interesting fact that in the ranks of distinctly class evening papers the *Boston Transcript* is practically the only survivor of its kind among the large cities of the country. . . .

"Nevertheless the *Transcript* has not only gone on in its unique career but has steadily increased in prominence and prosperity, a monument to the influence of Boston's discriminating public as well as to the high intelligence of the paper's management."

Bearing out this statement the Transcript's gain for the first eight months of 1926 was:

# 142,357 lines of Local Advertising

# 246,350 lines of National Advertising

A Quality Article Endures

# Boston Evening Transcript

Established 1830

Highest Ratio of BUYERS to Readers

National Advertising Representatives

CHARLES H. EDDY CO.

R. J. BIDWELL CO.

Boston

New York

Chicago

San Francisco

Los Angeles

# Golf vs. Advertising

[CONTINUED FROM PAGE 22]

yields a profitable return. But he will feel no obligations whatever to support advertising as a great economic force. He will remember that the only reason for any business to put business money into advertising is to sell more goods at more profit and earn more money for its stockholders.

F, beyond this strict business requirement, there is, in the name of advertising, to be any incidental benefaction to social welfare, belles lettres, or contemporary art, he will prefer to pay out the money in extra dividends and let the stockholders, themselves, have the pleasure of spending their earnings entirely absolved of any possible business obligations.

Asked to name one class above all others that least needs our protection, we two writers would answer in quick chorus, "Stockholders in business corporations!" Further, the writers volunteer their enthusiastic conviction that other classes notably able to carry on without their intervention are: business in general, advertising in general, and big advertisers generally.

Our tiny agitation is in behalf of the business man who takes advertising seriously, as he does electric lights or the parcel post. The man who has been led to believe that advertising will help him. It is also in behalf of many smaller magazines and trade papers, and of a lot of straight thinking advertising managers and straight shooting agency men, whose honest and intelligent work would put them far ahead in their profession, if only a few of its basic principles were more clearly defined and widely understood.

Good advertising, as a matter of fact, is a great deal like good golf. It isn't a matter of brute force—or of luck. Your skillful advertiser knows the few basic motives that govern all human action. His trained copy writer knows exactly the average man's response to the various uses of printed words. He knows exactly what he intends to do with every word and sentence. So, with carefully calulated appeal, he makes large numbers of people perform some simple act he has in mind

All "general publicity" and "institutional" advertising to the contrary not-withstanding, it follows inevitably that the advertiser who hasn't a pretty clear picture in his own mind of some definite action in the other man's, will not score any better than a golfer who merely hits the ball and hopes for the best. Until he himself has worked out every angle of the play he expects to bring about in the minds of his readers, he must be content to lose in the rough the largest share of his advertising shots.

For concluding our golf metaphor, your really good advertising man always makes an attempt to hole out.

# GOOD WILL At Your Service

Good Will is Service Recognized

How Good Housekeeping

Maintains its Fund of Good Will Intact. How it Adds to this Fund by Serving Sound and Expanding Business.



THE Good Will that Good Housekeeping enjoys has been acquired solely through an experience of benefits received by its readers and its advertisers.

That Good Will is carefully maintained. Before any product can be advertised in this magazine, it is investigated to make sure that it can be guaranteed. In the case of foods, drugs, toilet preparations,

household devices and appliances, special laboratory tests are made by Good Housekeeping. In the advertising of any product in this magazine, only fair and reasonable claims may be made.

Therefore, every article advertised in Good Housekeeping can be and is guaranteed to our readers, and they buy with confidence. At the same time, advertisers in Good

Housekeeping meet only fair competition here.

Such Good Will secures benefits for our advertisers that account for this significant situation:

During the first six months of 1926, Good Housekeeping carried 82 food accounts, the second woman's magazine 58, and the third 56.

Because Good Housekeeping does maintain its fund of Good Will intact, it contributes so effectively to the expansion of sound business.

# GOOD HOUSEKEEPING

**CHICAGO** 

New York

Boston

This is the sixth in a series.

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## Making 200 Lines Do the Work of 400

By G. G. Tilfer

HE Beacon Shoe Company operates a chain of stores in sixteen cities. For the last three months of 1925 it was decided to double the advertising appropriation in five of the sixteen cities as a test of what extra publicity would do to increase the women's business.

After investigating several Beacon Shoe Stores in the Middle West, the agency recommended using the extra appropriation in the five test cities for an entirely different and unconventional series of Policy Advertisements.

No shoe cuts were to be shown in these Policy Ads. No attempt made to



ONCE in a while a woman comes in with a foot we cannot fit. May be her foot is unusually narrow or unusually short, or she has trouble with her arches. If we cannot fit her right, we lil telf her so frankly rather than misfit her.

This is the point. It costs money to keep "slow moving" goods in the store (Ask your husband if that isn't so.) If we tried to keep on hand shoes we have so little call for to take care of once in a while customers, we'd have to charge our regular customers a lot more than \$6 a pair.

We'd rather tisk turning away a once-in-a-while customer than charge up the extra cost of fitting her to all our other friends

We're sorry, but you see how it is.

The Beacon Man

## **BEACON SHOES**

You can buy them at

put over the great chain store formula, "from factory to you." No rumble of big buying power and volume production. Just friendly good-natured talk signed "The Beacon Man," a sort of composite Beacon Store local manager. A simple neighborly sort of man who speaks not with the condescension of one representing some far off soulless corporation, but out of his own little store of daily experiences and trials. In fact, each of the six talks in the series was indirectly inspired by one or another of the managers interviewed among his show cases in those western stores.

While three months is a pretty short period to judge such an experiment in building good-will, enough straws from the field pointed the way of the wind to warrant extending the use of Policy Ads to all cities on the 1926 schedule.

The original six Policy Ads ran 135 lines on three columns. The regular twice-a-week Style Advertisements 100 lines on two columns. The 1926 appropriation was limited. After providing for the regular twice-a-week Style Advertising, it looked as though only ten Policy Ads could be included.

Everyone agreed that ten would hardly be enough for continuity, especially in the eleven cities where none had as yet appeared. If ten were all they could have, someone said, better use the space in more of the smaller style advertisements.

"Why not reduce the Policy Ads to the same size as the Style Ads," volunteered the originator of the series.

And a little judicious trimming with the scissors, a few flourishes of the blue pencil proved it could be done without serious consequences. Indeed, there are those who hold that the last state of the Policy Ads is a decided improvement over the first!

#### How Cumberland, Md. Greets the Tourist

By H. A. Haring

N ADVERTISING AND SELLING for August an article appeared entitled: "How the Small Town Is Spreading Out." Since the publication of that article, my attention has been called to what the city of Cumberland, Md., is deliberately doing for the purpose, to quote the words of its mayor, "not to drive people on through our city and compel them to patronize roadside booths where the food is not as a rule handled in a sanitary manner and where the water is usually bad."

To carry out this plan, traffic officers hand out to tourists (or stick to the steering wheel of their cars) police cards as follows:

#### CUMBERLAND, MARYLAND

We are glad you came this way. We greet you. Our parking laws do not apply to tourists. Park where you can and as long as you want. We request that you don't park near fire hydrants and don't speed through our streets. If any one in our city overcharges you, please report to the authorities.

We want you to come again.

Cumberland's streets are narrow as is usual with century-old towns. They are, further, broken by the heavy grades of its mountainous location, and made crooked by the rivers that intersect the city. Parking is, therefore, even more of a problem than for the ordinary city of 35,000, and yet the police department is "contemplating cutting down the parking time of local cars on the main street to 10 minutes" so as to "make more room for tourists." That city, in a word, is attempting to hold its own in catering to the motorists' trade by check-mating the "spreading out" of smaller towns in the neighborhood.



Rate for advertisements inserted in this department is 36 cents a line-6 pt. type. charge \$1.80. Forms close Saturday noon before date of issue. Minimum

#### Position Wanted

Copy Writer or Advertising Manager—Available. 9 years with an agency, 1 year as Advertising Manager, 33 years copy writer covering a variety of products. Age 37. Address Box No. 421, Advertising and Selling, 9 East 38th St. New York City.

WOMAN WRITER seeks position on publication specializing on subjects of interest to women; has edited woman's page for prominent metropolitan newspaper; has served as feature writer for newspapers and magazines; has been fashion editor for well known fashion magazine. (Whole or part time.) Box No. 413. Advertising and Selling, 9 E. 38th St., New York City.

Willing worker with grit and originality, wants position with advertising agency or advertising, production or sales department of mercantile concern. American, 29, college and advance courses on Advertising, Six years' experience in letter writing and selling (not space). Am the kind that would rather do work in which I am interested than to be continually entertained, Will stick with right concern. Low starting salary. Address Box No. 423, Advertising & Selling, 9 East 38th St., New York City.

#### A SALES PROMOTIONIST

With two years' experience in 4-A Agency, and five years of planning, writing and producing direct-mail, publication, display dealer advertising for two leading manufacturers. Highly successful editor of house magazines. A record of effective personal selling of advertising plans and ideas. For the manufacturer wishing a man to devise effective sales promotion and advertising plans and sell them to his organization and customers-or for the agency wishing a seasoned executive for plan, copy and contact, this man will bring a keen intelligence, ability to cooperate effectively and a wide experience. He is now employed as advertising manager but is more interested in the opportunity being unlimited than in a large initial income. He is married, 36 years old, college educated, Christian. For an interview address Box No. 416, c/o Advertising and Selling, 9 E. 38th St., New York City, N. Y.

#### Help Wanted

#### WANTED ADVERTISING SERVICE EXECUTIVE

By High-class, well-established advertising service corporation. This position offers an excellent opportunity for growth with a young, rapidly developing organization in the Middle West.

The man we desire is twenty-five to thirty-five years of age; college man with agency experience preferred; energetic, industrious, versatile, and able to produce a good volume of clever, punchy, attention-compelling copy.

Kindly submit full details of personality, perience and present earnings, with samples work.

Applications treated with strict confidence and no investigation made without permission. Address: Box 415, care of Advertising & Selling 9 E. 38th St., N. Y. C.

#### Help Wanted

WANTED—Eastern publishers' representatives for California Petroleum publication. Box No. 410. Advertising & Selling, 9 E. 38th St., New York City.

#### PUBLICITY PRODUCTS

Advertising Specialty Salesman, character, ability, address; all advertising specialties; prolific field; liberal commission, fullest cooperation free lance and side line men. Litchfield Corp., 25 Dey St., New York.

#### Business Opportunities

There is an opening for a high grade Sales Manager. A staple article has been improved in quality and method of production. It can be made for less and sold at the same price as the old kind, although letter. The consumption is large—big enough to satisfy anyone. An unique sales plan has been worked out, due to its new makeup. Twenty-five thousand cash required, and the first year's operation should net more than this for your share. That's not all the story, the production can be steadily increased. This is an exceptional opening for an exceptional man with bank and personal references. Box No. 420, Advertising and Selling, 9 East 38th St., New York City.

#### Representatives

#### WESTERN REPRESENTATIVES FOR PUBLICATIONS

Do you want orders or do you merely wish to be represented? We represent by sending in orders. We cover the entire Western Territory, If interested, address Box No. 418, Advertising & Selling, 9 East 38th St., New York City.

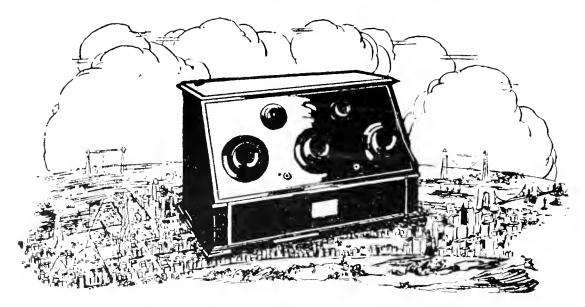
Old established Pacific Coast weekly trade newspaper, representing basic industry, has 115 prospective advertising calls in New York City, 85 in Chicago, 88 in Pennsylvania, 85 in Ohio, 51 in Missouri. All large industrial accounts. Wants responsible publisher's representation in each of these states. No allowances, no advances, straight commission. A sincere sales effort will build a substantial monthly income. Box 422, Advertising and Selling, 9 East 38th St., New York City.

#### Multigraphing

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC. 120 W. 42nd St., New York City. Telephone Wis. 5483

# Win the Detroit Radio Market

By Employing an Accepted Radio Medium—The News



Perhaps no other newspaper anywhere has so complete an interest for radio listeners as The Detroit News in Detroit, for this paper was the first in America to broadcast regular radio programs. This initiative and the subsequent splendid programs broadcast daily by WWJ have won for The News a radio audience depending on it for all the interesting developments in the radio world. Over 20,000 letters were received by The Detroit News radio department during the first half of this year, not to mention the thousands of letters submitted to other departments for reply which came in response to special features broadcast via WWJ. Such voluntary response plus the wonderful coverage of The News—the most thorough in any city of Detroit's size or larger—point the way to radio advertising success. Grasp it.

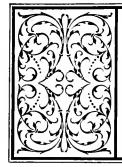
#### Radio Advertisers Choose News

During the first 6 months of 1926 The News led the second medium in radio advertising by 184,772 lines as shown below.

News Second Medium News Lead 288,946 Lines 104,174 " 184,772 "

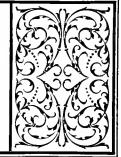
# The Detroit News

Detroit's HOME Newspaper



# The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference for The Editor will be glad to receive items of news for inclusion in this department for Address Advertising and Selling, Number Nine East Thirty-eighth Street, New York City



#### CHANGES IN PERSONNEL

Name	Former Co	ompany and	d Position	Now Associated	With	Position
Ralph S. Butler	.Devoe & F		o., Inc., New York	·Postum Cereal	Co., New York	Adv. Mgr
Thomas P. Collins	. The Milw	raukee Jour o. & Servic		Same Company		Adv. Mgr.
Lewis W. Herzog	. The Milw	auk <i>ee</i> Jour	mal," Milwankee, o. & Service Dept.	. Same Company	• • • • • • • • • • • • • • • • • • • •	Mgr., Pro. & Service Dept.
John Dally	."The Milw Wis., Co	aukee Jou	rnal," Milwaukee,	.Same Company		Ass't Mgr., Pro. & Service Dept.
J. B. Murphy	.J. D. Wall Ass't Sai	ace & Co.,	Chicago	Same Company	New York	Sales Mgr.
John H. Conway	"Chicago J	lournal of	Commerce," arge of Auto Adv.	.Same Company		Dir. of Adv.
Frederick West	."Chicago .	Journal of Ill., Adv.	Commerce,"	.Same Company		. Adv. Mgr.
Bennett H. Horchler.	"Automob Adv. De	ile Topics"	New York	C. J. Nuttall, I	New York	Sales Staff
William H. Matlach	. "Daily Jou	rnal," East	St. Louis, Ill	. Illinois Power St. Louis Div	& Light Corp., East	Sales & Adv. Mgr.
Liberty Cahrman William Wolfe	. "Advance,"	y & Co., No ' Staten Isl s. and Busi	and, N. Y	.Hicks Adv. Age .Wales & Wolfe.	y., New York New York	Acc't Executive In Charge of Eastern Office
H. K. Ambrose	. Topies Pu Make-Up	blishing Co	New York	.Same Company		.Ass't Adv. Mgr.
Charles A. Durling John K. Rich C. C. Prather	.William Ť .Blackett a .The India	. Mullaly A nd Sample. Tire & Ru	-Inc., Chicago ibber-Co., Akron	Joseph Richard	s Co., Inc., New York	Acc't Executive
Francis W. Orehard .	.The Butte	iv. Sales M rick Publis Adv. Dept	hing Co	.Gardner Adv. (	Co., St. Louis, Mo	Executive Staff
Josephine Newton W. A. Zimmerman	.Brandeis S	stores, Oma aws Adv. (	ha, Neb., Adv. Dept	The Green, Full	Jack Co., Omaha, Neb ton, Cunningham Co	.Copy .Acc't Executive
R. E. Mulvogue	.General M Ass't Ad	otors Truck	x Co., Pontiac, Mich	Chicago Same Company		Adv. Mgr.
George G. Marr	Cleland-Sin	mpson Co.,	Scranton, Pa	Munyon Remed	ly Co., Scranton, Pa	Adv. and Sales Mgr.
S. M. Elam Willis D. Leet	.Sterling A	dv. Agev.,	New York Inc. Chicago. Mgr.	Emil Brisacher "Distribution & Chicago	& Staff, San Francisco Warehousing"	Copy Western Mgr.
William Zwietusch	.Crowell P	ublishing C	o., Adv. Rep	The Gever Co.,	Dayton, Ohio	Acc't Executive
H. A. Ruby H. A. Layport Clark C. Altman	. Gazette."	Lima, Ohi	D	The Geyer Co., The Geyer Co.,	Dayton, Ohio Dayton, Ohio	Publicity
	Cal., Ass	$it$ Adv. $M_{2}$	r.			
Francis Odone R. A. Rawson	. Stutz Mot	or Co., Ind	Bureau, New York. lianapolis,	Bissell & Land. Elcar Motor Co	. Inc., Pittsburgh, Pa. o., Elkhart, Ind	Sales Mgr.
C. F. Chatfield	.Barron G.	es. & Mgr. Collier, In	c., New York	Resigned		
M. D. Jerdee	Twin City	Sales Mgr. Ad Service	e, Minneapolis. Mim		eat Regulator Co.,	, Adv. Dept.
W. R. Neahr	. National I	Hectric Lig		National Broad		
G. F. McClelland	Managin .Station W	EAF, New	York, Mgr		casting Co., Inc.,	Vice-Pres. & Gen. Mgr.
Harry E. Pocock Frank W. Fagan	. W. & J. SI	loane, New	York, Ass't Adv	New York Same Company Same Company	·	,Adv. Mgr ,Adv. Mgr., Retail Div.
Paul C. Smith Carlton B. Stetson	. Campbell- . Boyce-Vee	<i>ltolesale D.</i> Ewald Co der Corp.,	Detroit	Willard H. Boi X-Laboratories,	nd, Inc., New York Inc., New York	Vice-Pres. in Charge of Sales Adv. Mgr
Herbert Wymaa Hugh M. Smith K. II. Dixon	.Frank Kie .R. R. Dor	rnan & Co melley & S	New York ons Co., Chicago	Same Company	,	, Adv. Staff , Head of Radio Dept, ,Vice-Pres, in Charge of Sal∘s
J. V. LaCerra Harry L. Williams John Aikman	. Charles F. . General P	rinting Co.	s Co., Chicago Chicago, <i>Vice-Pres</i>	The Caples Co	o., Chicago	Member of Staff

# The national mouthpiece of a billion dollar industry



For twenty-five years DISTRIBUTION AND WAREHOUSING has been the recognized spokesman of the Public Warehousing Industry—the acknowledged authority of the most highly organized business of this nation—a position gained through that most coveted channel—CONSUMER ACCEPTANCE.

Throughout America, every commercial center, every city, every hamlet, every port of large or small consequence is indissolubly bound into a vast network of distributing and receiving sources without which the commerce of this country could not function.

This huge industry—literally the heart of the nation—reaches through its tributaries every nook and corner of the commercial world—forming a market of tremendous scope.

As the national mouthpiece of this billion dollar industry, Distribution & Warehousing not only exerts a powerful influence but is the direct access to this immense market, rich, fertile and highly profitable to all manufacturers fabricating products necessary to its daily requirements.

Household Goods Storage, Merchandise Storage, Cold Storage, Shipping, Distributing, Handling, Forwarding—all comprise needs that manufacturers must fill and that compose a potential market equivalent to hundreds of thousands of dollars of profit.

Your message in the 1927 Annual Warehouse Directory issue, which is the January edition of this national magazine, will reach every representative Warehouseman in the United States and Canada. The prestige of Distribution & Warehousing carries with it consumer interest that cannot be obtained in any more direct or secure way.

This Annual Warehouse Directory Number is a reference book used by lumdreds of subscriber consumers almost daily throughout the year. No better medium is available to you than the authoritative business paper of the Warehousing Industry.

Announcement is here under of the appointment of Mr. Willis D. Leet as Western Manager of Distribution and Warehousing Publications, Luc., with headquarters in the Otis Building, Chicago.

Published at 249 West 39th Street New York, N. Y



Chicago Office 1507 Otis Building, Chicago, III.



# Advertising • The NEWS DIGEST • Issue of Sept. 22, 1926



#### CHANGES IN PERSONNEL (Continued)

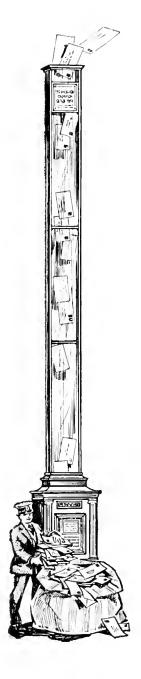
Name	Former Company and Position	Now Associated With	Position
Gordon M. Kreft	James Bayne Co., Grand Rapids, Mich Art Staff	Byington Studios, Grand Rapids	Art Staff
	"Chronicle," Houston, Tex	Same Company, Chicago	
James G. Orr	, Kaffee Hag Corp., Cleveland, Adv. Mgr., New York Telephone Co., New York, Indian Packing Corp., Chicago, Adv. Mgr	H. N. White Music Co., Cleveland Highway Lighthouse Co., New York	. Sales & Adv. . Mgr., Eastern Div.
J. Bain Thompson Edwin T. Burke	Benjamin & Kentnor Co., New York "Automotive Daily News," New York "New York American"	"New York Evening Graphic" "New York Evening Graphic"	Nat'l Adv. Staff Adv. Staff
S. L. Honig	Seldon Adv. Co., St. Louis, Mo	, Plapao Laboratories. Inc., St. Louis	. Adv. Mgr
Norwood Weaver M. H. Pettit	F. J. Ross Co., Inc., New York, Vice-Pres The Simmons Co., New York & Kenosha, Wis., Vice-Pres. & Gen. Mgr.	, Calkins & Holden, Inc., New York. The Nash Motors Co., Kenosha, Wis	Executive Stuff Vice-Pres. & Gen. Mgr.
William A. Forbes	Lamont Corliss & Co., New York  Ass't Sales Mgr.	. Platt-Forbes Service, Inc., New York	x.Treas.
	r Platt Service, Inc., New York The Blackman Co., New York, <i>Prod. Mgr</i>		
	"Plain Dealer," Cleveland, Ohio  Adv. Dept.		In Charge of Adv.
Edward M. Heery	Winchester Repeating Arms Co., New Haven, Conn.	Steddiford Pitt Co., New Haven	Office & Prod. Mgr.
Paul D. Lovett	. Mack Trucks, Inc., New York, Sales Pro.	General Motors Export Co., New York	Adv. Div.
	Phillips-Jones Corp., New York Ass't to Eastern Sales Mgr.	Faultless Nightwear Corp., Balti more. Md.	
	. National Acme Co., Cleveland, Adv. Mgr . Wickwire-Spencer Steel Co., New York. . Lice-Pres.	McGraw-Hill Pub. Co., New York.	
S. M. Mirch	"Union," New Haven, Conn., Adv. Mgr. Fairchild Co., Chicago	"Southern Dry Goods Merchant"	Western Rep.

#### CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
Sterilac Co.  J. E. Caldwell & Co.  The Chicago Solder Co.  North Star Granite Co.  The Standard Mailing Machines Co.	New York No. Chicago, III. Philadelphia Chicago St. Cloud, Minn. Everett, Mass.	. Pianos . "Sterilac" Disinfectant . . Jewelry . Solder & Metal Mender . Granite . Office Appliances "Ful-Wave" Radio	George Harrison Phelps. Inc., Detroit Frank B. White Co., Chicago N. W. Ayer & Son. Philadelphia s. Aubrey & Moore, Inc., Chicago Ward H. Olmstead, Inc., Minneapolis
The Dalquist Mfg. Co	Santh Daston Ma	Battery Charger	Day Regard Co. Do tan
The Darquist Mig. Co	South Doston, Mass	Systems	Day, bogert Go., boston
Dr. Thompson Steral Tooth Brush C Minter Bros. Raymond Concrete Pile Co The Rome Co R. W. Osland	o,Toledo. Ohio . Philadelphia . New York . Chicago . New York	Drugs Tooth Brushes "Kid Boots" Candy Ba Concrete Piles Beds & Bed Springs, etc. Radio Accessories	r, Edwards, Ewing & Jones, New York & Phila. , , Wilson & Bristol, New York c, George Batten Co., New York
Simplex Automotive Distributors, In- Borderland-Climate Club	e Chicago	"Edeu" Toiletries Automobile Accessories Resort	Woolf-Gurwitt Adv. Agey Chicago Woolf-Gurwitt Adv. Agey Chicago H. K. McCann Co., Los Angeles Elias C. Lyndon. Inc., Charlotte, N. C.
Abbey-Scherer Co. Phinney-Walker Co. Ottawa Mfg. Co.	Detroit New York Ottawa, Kans Seymour, Conn.	Finance  Wire Mesh Products  Antomobile Clo ks  Gasoline Engines, Saw  Rigs, Etc.  Fabricated Metal Prod	Grant & Wadsworth, New York Loomis-Potts Co., Kansas City, Mo. Steddiford-Pitt Co., New Hayen, Com.

<sup>\*</sup>The George Batten Co, will continue to direct the advertising of Ribbon Dental Cream, soaps and shaving preparations.

# A "More-Than-Printing" Plant



An active proprietorship extending over two generations unbrokenly for more than fifty years.

"More-than-printing" salesmen who fully appreciate that the *intent* of printing is paramount over paper, type and ink.

"More-than-printing" clients, among whom we are happy to number—

Durant Motors, Inc.

Inecto, Inc.

Seeman Brothers, Inc.

Stewart & Co.

Arnold, Constable & Co., Inc.

American Institute of Banking

Corn Products Refining Co.

National Carbon Company, Inc.

Hampton Shops Lionel Corporation

United Cigar Stores Co. of America

Colonial Radio Corporation

Those whom we serve say that we operate one of the most thoroughly efficient large printing plants in America. And what is still more important, they say that the "man-power," from executives down, more than matches the machine-power in accomplishment.

AND NOW—on that groundwork we have superimposed an exclusively creative service. While a new departure in the Goldmann organization, the new department is composed of a personnel with a special forte for creating practical ideas supported by plans with structural-steel backbones.

A Goldmann "more-than-printing" salesman will call at your request—minus presumption on our part—minus obligation on yours.

# ISAAC GOLDMANN COMPANY

Established 1876

80 Lafayette Street

Worth 9430

New York City



Advertising • The NEWS DIGEST • Issue of Sept. 22, 1926 Advertising



#### CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Address	Product	Now Advertising Through
Lewis Travel Service Abraham Fur Co. Condurier, Fructus & Descher	.St. Louis, Mo	.Raw Furs	Brookland & Moore, Inc., St. Louis
Dunbar-Dukate Co	.New Orleans, La	.Commerce	
Ferranti, Inc		.Radio Transmitters	. Evans, Kip & Hackett, Inc., New York United Adv. Ag'ey, New York
Burnee Corp	.New York	C. C. C. C.	Joseph Richards Co., Inc., New York
The Helbein-Stone Co., Inc	.Cleveland, Ohio	Jewelry	. Richardson-Briggs Co., Cleveland
Rossman Rim Co	.Niagara Falls, N. Y .Brooklyn, N. Y	."Premax" Products Exposition of Brooklys Industries	Paul Teas, Inc., Cleveland a.Doremus & Co., Inc., New York
			H. K. McCann Co., Los Angeles Office
We wish to modify the statement rec Development Co. of Forest Hills. T City, but parts of it are handled by	The major portion of this	s account is being handled	e to the advertising account of the Cord Meyer I by The Harry R. Gelwicks Co. of Long Island

#### **NEW PUBLICATIONS**

Name	Published by	Address	First Issue Issuar	ice Page Type Size
"The Building Material Merchant"	.The Arnold Pub. Co.	410 No. Mich. Ave.,	Chicago., Sept. 15, 1926. Mont	hly4½x7

#### NEW ADVERTISING AGENCIES AND SERVICES, ETC.

Wales & Wolfe
sentatives
The Associated Advertising. Jacksonville, Fla
Agency Sec'y; and F. Hammett, Vice-Pres.
Platt-Forhes Service, Inc New York City
Treas.
Davies, Dillon & KelleyKansas City, Mo
sentatives Geo. F. Dillon
The Dayton Advertising
Agency

#### PUBLICATION CHANGES AND APPOINTMENTS

"Our Sunday Visitor." Huntington. Ind
"Free-Lance" and the "Star," Fredericksburg. Have been merged into the "Free-Lance-Star" Va.
"Herald." Ridgewood, N. J
"Evening News," Bridgeton, N. J
"Lumber World Review," Chicago
"World," Tulsa, Okla
"Eagle-News," Poughkeepsie, N. V
"Florida Grower," Tampa
$93_{88}121_{8}$
"Novelized Movies," New York
"The Youth's Companion," Boston,
Light to a first at a contract of the second and the second and the second at the seco

# If it's foods you want to put in Northern Ohio homes —





then like the Salmon Packers and dozens of others you can do it with the Plain Dealer ALONE

A year ago pink salmon didn't have a chance in Northern Ohio. This was a red salmon market—one of the country's best.

Then the Associated Salmon Packers began to advertise. From their headquarters in Seattle, they chose a great list of leading dailies to promote pink salmon sales.

Every advertisement since the start has carried a coupon. Every paper that remained on the schedule has held its place on the basis of direct, traceable returns.

Week after week the Associated Salmon Packers are using the Plain Dealer—and only the Plain Dealer in Northern Ohio. And this great 3,000,000 market is one of the three or four leaders in returns. Northern Ohio has been sold on pink salmon in one short year through the Plain Dealer alone!

Look over the schedules of Fleischmann's Yeast, Fould's Macaroni, Hires Extracts, Royal Baking Powder, Tao Tea, White Rock and many and many another acknowledged advertising success and you'll find it's the Plain Dealer alone in Northern Ohio.

By putting scores of products on grocers' shelves—by moving great quantities of these selfsame products into Northern Ohio homes—the Plain Dealer has definitely proved itself the most powerful food medium between New York and Chicago.

Here in Northern Ohio your advertising concentrated in the Plain Dealer will do the job far more effectively and far more economically than if you split your appropriation among two or more newspapers.

If further facts will help you in framing your schedule, wire, write or phone for a Plain Dealer representative to come to your office.

# The Cleveland Plain Dealer



# Advertising • The NEWS DIGEST • Issue of Sept. 22, 1926



#### **MISCELLANEOUS**

H. E. Lesan Adv. Agey., Inc., New York
York, and Arnold-Kraft, Inc., Seattle and
San Francisco, Advertising Agencies
F. Mayer Boot & Shoe Co., Milwaukee, Wis Name changed to the Calmore Studio
Ovington's, New York
Frigidaire Corp
Ayer & Streb and Yerger & Yerger,
"Daily Record-Abstract," Portland, OreName changed to the "Daily Journal of Commerce."
The India Rubber Publishing Co., New YorkHas become a division of Edward Lyman Bill, Inc., New York
The Winchester Repeating Arms Co., NewHas combined with the Geo. W. Dunham Corp., Utica, N. Y. Louis K. Liggett heads
Haven, Conn. the new Board of Directors.
National Broadcasting Co., Inc

#### **CONVENTION CALENDAR**

Organization	Place	Meeting	Date
Financial Advertisers Ass'n	Detroit (Statler Hotel)	. Annual	Sept. 20-24
	. Shawnee-on-Delaware, Pa. (Buckwood Inn)		
	.Chicago (Hotel Sherman)		
(Sales Pro. Div.)	c .		· · · · · · · · · · · · · · · · · · ·
Art-in-Trades Club	New York (Waldorf Astoria Hotel)	.Annual	Sept. 28-Oct. 27 (Except Sundays)
Window Display Adv. Ass'n	New York (Pennsylvania Hotel)	Annual	Oet. 5-7
British Advertising Convention	Manchester, England	. Annual	Oct. 6
(Manufacturers Session)			
The Seventh District Convention of	Tulsa, Okla	.Annual	Oct. 10-12
the International Advertising Ass'n			
The Eighth District Convention of	Minneapolis. Minn. (New Nicolett Hotel).	. Annual	Oct. 11-12
the International Advertising Ass'n			
American Management Ass'n	Cleveland	. Autumn	Oet. 11-13
Outdoor Adv. Ass'n of America	.Atlanta. Ga. (Biltmore Hotel)	.Annual	Oct. 18-22
(Posters & Painted Rulletins)			
Direct Mail Adv. Ass'n (International).	.Detroit (New Masonic Temple)	.Annual	Oct. 20-22
Andit Bureau of Circulations	Chicago (Hotel La Salle)	. Annual	
Tenth District Convention of	.Beaumont, Texas	Annual	Oct. 24-26
the International Advertising Ass'n			•
American Ass'n Adv. Agencies	Washington, D. C. (Mayflower Hotel)	.Annual	Qct. 27-28
First District Convention of the Inter-	.Worcester, Mass	Annual	Nov. 8-9
national Advartising Ass'n			
Ass'n of National Advertisers, Inc	. Atlantic City (Hotel Ambassador)	. Annual	Nov. 8-10
Associated Rusiness Papers, Inc.	New York (Hotel Astor)	, Annuat	
1 1 1 1 1 1	D C-1-	Annual	

#### **DEATHS**

Name	Position	Company	Date
Frank L. McGrath	Advertising A	lanager "Times," Buffalo. N.	Y Sept. 3, 1926

DITH the growing trend towards individual market analyses and the use of new papers by national advertisers the Business Survey of The Chicago Tribune presents on this page highlights and minutiae of zone marketing, the Chicago Territory, and of The Chicago Tribune.

"Then it's Tommy this, an' Tommy that, an Tommy 'ow's your soul?' But it's 'Thin red line of 'eroes,' when The drum begins to roll."

N a mechanical age and in one in which industry and commerce have swept humanity up to "sweeter, cleaner airs" it is passing strange that statecraft should continue to strut the pages of history in solitary splendor. The battles of commerce and the triumphs of science are more epic and more leavening than intrigue and the yeasty ambitions of another grand vizier.

The decadence of the military enterprise of a Caesar led to the wars in which fat burgo-masters dictated terms. By a thrust through center commerce followed up its advantage. The traditions of Alexander are broken.

Histories need new molds. The older forms are shattered. In recording the strategies of commerce, will the future chronicler and patriotic poet limn and hymn the sleepless out-posts of the manufacturer, of "the thin red line of 'eroes," the embattled retailers?

#### One-fifth of America

"The hunt for a market for any product is a hunt for certain kinds of people. People who are able to buy, and who are willing to buy, and also ready to buy are the ones to be located for the purpose of successful advertising effort."

-Paul T. Cherington.

Selecting the ripened prospects has a further refinement—locating them in a single compact territory. It is better husiness to sell every other person in one town than one person in every other towo.

The Chicago territory on practically all figures of production, distribution and resources, has one-fifth of the national total. Within reasonable limits one may say definitely that on any selected line Zone 7 will produce one-fifth of the national sales volume.

With one-fifth of the resources and buying activity located in the Chicago territory the manufacturer should be getting at least onefifth of his national volume in these same five states. Are you?

And, if national advertising is figured as a per cent of national sales, then Zone 7 advertising should sit in for the same per cent of Zone 7 sales. If one-fifth of the total business comes from the Chicago territory, then onefifth of the total advertising ought to be put to work here.

#### NATIONALITIS

"He la manufacturer! wanted to ex-tend to the inhabitants of every hamler the hoon of being able to buy his product. "Let not even a crossroads store escape us," might well have been his stogan." William R. Basset, President, Miller, Franklin, Basset & Company

#### L'iscosity

THE CONCERT of human isolation is an ctronoms theory. The gnailed roots of men, formented and fittillated, reach down into a common carth. Age, languorously



Tribune Tower

aloof, may simper in its exo-skeleton. But where brawly youth is, vigorous and majestic in stride, the roots go deep and wide and crack the distant pavements.

The loam of the Chicago territory is rich and perfumed with youth. Through it pulse the desires and expansion of commercial life. The roots entwine and common interests join together the five states.

No less than men are cities and states, for they are but men. A market is but a region sutrounding a city. It may be ten miles wide or three hundred. There is no set caliper decimal to squeeze it in. The vigor of the city, the central force that draws about itself the clustering farms and villages, may hurst its municipal tether, bound only in locality by its own influences.

Such is Chicago. Like the feudal castle overlooking a rich province so Chicago dominates Zone 7. It is the metropolis of this fortunate valley, the center of this territory's financial, industrial and agricultural activity. To disregard this aspect when advertising and selling here is to build sales resistance.

As the influence and energy of Chicago permeate the adjacent area which may rightly be called the Chicago territory so The Chicago Tribune similarly wields a zone influence. For in 1,151 towns and cities of Zone 7, 65% of all the families read it.

RABIA guards its justice. Two evewit-A nesses of a crime must testify in the trial for a conviction. To guarantee the veracity of their recitals, they themselves are tested. An imam lightly and briefly applies a strip of white-hot metal to the tongues of each. The salivary glands of the just flow copiously and render him confidently immune! Terror parches the mouth of a false witness so that the tongue is burned and justice is protected.

Before the business bar there is no holy imam to apply the test of heated metal to advertising plans. The Williams Oil-O-Matic Heating Corporation sought in vain. Craven rongues curled back reluctantly. But in a plan prepared by The Chicago Tribune they found the method and the proof.

One-fifth of America . . . Red Heroes. Arabia..... Viscosity Nationalitis "Dusk gray, sky kissed"... Good Hunting

The company originated in 1918. Five years of steady effort brought its 1923 sales to \$1,112,000 in its home territory-what they are pleased to call "the Chicago district." included the states of Illinois, Indiana, Iowa, Michigan and Wisconsin. In other words, Zone 7. Until 1924 no advertising had been used. In 1924 sales in the territory jumped to \$3,080,000. The company gained 414% in new dealers and 175% in sales the first year after adopting a specific method.

At the end of the second year sales had increased 230% and dealers 673%.

So successful was the advertising plan in the Chicago territory that it was carried to other selected markets. Williams Oil-O-Matic has built up carload points from nothing in 1924 to 23 in 1926. Its full page ads are now appearing in 77 metropolitan cities. The sales pattern, cut by The Chicago Tribune, has been adapted to high spots in the entire country.

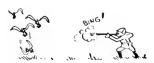
Frigidaire, Cribben & Sexton, Holland Furnace, Union Bed & Spring, Studebaker Motors, Canada Dry, Dutch Masters, Endicott-Johnson and Celotex are among other successful users of this plan. Would you like to hear about it? Send for a Tribune man, trained in merchandising and advertising.

#### TRIBUNE TOWER

Dusk grav, sky kissed, soaring arches Springing from earth to heights of cloud, Free as the winds that blow the marches, Stately as any castle proud. Parapets tipped with silver lances Keep gleaming vigil beneath the moon -By starlight a softer beauty entrances, A facry palace of pale mist heren. Rising screnely beside the lake. Flushed with the rose of the early dawn, Like a lovely goddess but just awake Poised at the note of a woodland song. Day-and a sentinel bravely standing Revealed in a panoply of light, Towering, watching, guarding, commanding, A banner in stone, a symbol of might!

LE MOUSOUETAIRE

Carven into the stone of The Tower, on a wall of the parapet on the twenty-fifth floor.



The bird dogs are out and snuffing the breeze. The covey thunders up before the hunter. Newspaper copy, following on the heels of market analysis is havging husiness for the national advertisers in Zone 7. The meadows and thickets promise a full hag for the sportsman. . Ind a weet gun is wairing. Pack your kit and come!

Por Toor

#### PUBLISHED FORTNIGHTLY



© J. L. Ferris. Courtesy International Silver Company

**OCTOBER 6, 1926** 

15 CENTS A COPY

"Marketing Building Materials for the Homes of Millions" By ALBERT E. MUDKINS; "The Banker as a Retailer" By ROBERT R. UPDEGRAFF; "Cargoes of the Air" By Marsh K. Powers; "Attacking the Distribution Problem Seriously" By E. M. West; "Selling the Farm in Winter" By Henry Albert



# Exclusively in The Daily News in Chicago

THE Daily News is the only Chicago newspaper carrying the advertising of the Associated Salmon Packers, which is appearing in leading newspapers of about twenty-five American cities.

The campaign has resulted in the sale of more than 1,100,000 cases of salmon in the first six months of 1926, as compared with 205,000 cases in the same period last year, when no newspaper—advertising was used.

The advertising is placed by the Strang & Prosser Advertising Agency of Scattle.

#### Advertising Representatives

NEW YORK J. B. Woodward 110 E. 52d St.

DETROIT
Woodward & Kelly
Fine Arts Building

CHICAGO Woodward & Kelly 360 N. Michigan Ave.

SAN FRANCISCO C. Geo, Knogness 253 First National Bank Bldg.

Member of the 100,000 Group of American Cities

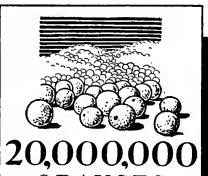


# antidote for thirst

I Step three paces off scorching sidewalk, into cool, white shade of Nedick's Thirst Station. Place dime on counter. Lift frosty glass to parched lips. Allow delicious, chilled orange drink to trickle downsteaming throat. If cure is not immediate, repeat at intervals until heatwave disappears.

Nedick's THIRST-STATIONS

@ 1926 NEDICK'S



¶ Every year, twenty-million oranges, the largest number bought by any individual concern in the city, go into Nedick's famous orange drink.

Their juice is skillfully blended to give the most delicious flavor and the drink is chilled to the precise point most welcome to the thirsty.

Nedick's

© 1996 NEDICK'S



# Mr. Nedick to Mr. Aquazone

In the July 31st New Yorker, an Aquazone advertisement calls for Mr. Nedick, and bewails the fact that he doesn't advertise the containers of Nedick's famous orange drink to take home and mlx with — "what have you."

If Mr. Nedick begs to reply to Mr. Aquazone that there are many things you don't have to tell a New Yorker.

**Nedick's** Thirst-stations

(C) 1926 NEDICE'S

# Facts need never be dull

THIS agency was one of the first to adopt the policy of "Facts first—then Advertising." And it has earned an unusual reputation for sound work.

Yet this organization does not, nor has it ever, confused "soundness" with "dullness." It accepts the challenge that successful advertising must compete in interest, not only with other advertising, but with the absorbing reading matter which fills our present-day publications.

We shall be glad to send interested executives several notable examples of advertising that have lifted difficult subjects out of the welter of mediocrity.

JOSEPH RICHARDS COMPANY, INC., 257 Park Ave., New York

RICHARDS

FACTS FIRST , , , THEN ADVERTISING

# GOIN in in national linage

FOR 57 years The Indianapolis News has published by a tremendous margin the largest national advertising linage in Indiana—and one of the very largest volumes in America.

The first 8 months of 1926 were 45.6% ahead of the same period last year. Every month this year a new record!

August 1926, for example, was 49% ahead of August 1925, which was 35% ahead of August 1924.

Increasing leadership! Every year new and incontrovertible evidence of the paramount importance of the Indianapolis Radius as a market—America's most American 2,000,000! Every year new evidence of the unparalleled result-power of Indiana's greatest newspaper and immeasurably its strongest advertising medium.

# 15.6

### The Indianapolis News

Member 100,000 Group American Cities, Inc.

Frank T. Carroll, Advertising Director

New York, DAN A. CARROLL 110 East 42nd Street Chicago, J. E. LUTZ The Tower Building

# Everybody's Business

### By Floyd W. Parsons

LL of us are inclined more or less to play our hobbies. of mine is golf; another is The two are sunshine. closely related from the standpoint of health. hatred of smoke is caused by my high appreciation of the benefits rendered humanity by the sun's rays. I think this attitude is sensible in view of the fact that health should rank before property; damage to health should be considered before damage to property.

In this matter I speak at first hand, and with an earnestness that is sincere. Like many others, once I put more effort into my work than was wise and soon found myself talking things over with the doctor. About this time one or two of my friends in Europe interested me in sunshine, and I started to experiment. I go South for some weeks in the winter, and at Palm Beach there is a place on top of the Casino where

all of us can lie naked in the sun. These baths benefited me far more than did the doctors, and I have been an ardent sun-worshipper ever since.

Over in Switzerland, Dr. Rollier has become a sort of miracle-man through using nothing more mysterious than the simple rays of the sun. He has become the founder of a cult that will spread over the earth. Last week-end I went to the mountains, to a big hotel, where I found a couple of hundred guests basking on Sunday afternoon in the glorious rays of an unobscured sun. But nowhere was any provision made for a person of either sex to take a nude sun bath.

All over the United States there are great hotels having a similar opportunity to capitalize the greatest blessing of nature. Yet I do not know of a single hotel management that has been farsighted enough to spend a few hundred dollars to make nude sun baths available to guests. The most attractive and convincing kind of literature could be prepared, and soon the sun sanatorium would be the most popular place in the hotel. Down at Palm Beach during the noon-hour, it is difficult for one to find a spot unoccupied so one can lie down. It would be the easiest kind of a matter to sell sunshine to people if the proper advertising and educational methods were employed.

The big thought we must get in our minds is that sunshine baths with our clothes on are of small value, and are quite a different thing from baths in the nude. This idea has already taken hold sufficiently here in the United States to bring about the establishment of





a few real sunshine schools and clinics. I try to keep closely in touch with this work so as to lend all possible encouragement and help to the movement.

Up at East Aurora, New York, we find Dr. John J. Hanavan, who worked with Dr. Rollier in Switzerland a few years ago, now engaged in helio-therapy practices. The children attending his outdoor sunshine school have been benefited in the highest degree. One parent told me that last winter when his entire family came down with the "flu," the only member to escape was the youngster in the sunshine school. An epidemic of chicken-pox swept over the community, and the youngsters attending the school had cases so mild that they could hardly be recognized as the real thing.

It has been indicated clearly that the following benefits accrue to the little ones who have their bodies exposed daily to light and

air baths. There is an increased appetite; the digestion is activated; secretions through the kidneys and skin are increased; there is a stimulation of the cutaneous circulation, which assists the heart, greatly lowering the blood pressure; a notable increase in red cells and hemoglobin; a disappearance of nervous habits and irritable temperaments; an increased alertness of mind; a greater ability to relax. Muscles become firmer, pendulous abdomens disappear and body conformations become more perfect. There develops a much greater resistance to epidemic diseases; a quicker and most remarkable adaptation of the body to changes of temperature; and, lastly, we find that respect for the nude or partly nude body is greatly encouraged.

Exposure of the body to the sun must be direct and total. Even a thin gauze covering is objectionable, because it absorbs some of the most valuable rays.

The treatments must be taken with limitations, and the patients led up gradually to the full sunbath.

Only the legs should be exposed the first day; the legs and thighs the second day; the abdomen the third day, and a full exposure the fourth day. The duration of exposures should be increased gradually.

One way for corporations to increase the mental and physical efficiency of employees is to provide rest and sun rooms where groups of workers may avail themselves of daily exposures to sunlight and air for from thirty to sixty minutes. This same idea carried out in the school and nursery would insure a far better foundation in health for the coming generation.



When you use an A.B.P. Business Paper you are buying not only circulation without waste but the highest degree of interest, respect and concentrated attention. This is because business papers of the A. B. P. type are not used as a means to while away a lonesome hour, but as necessary working tools in the trades, industries and professions.

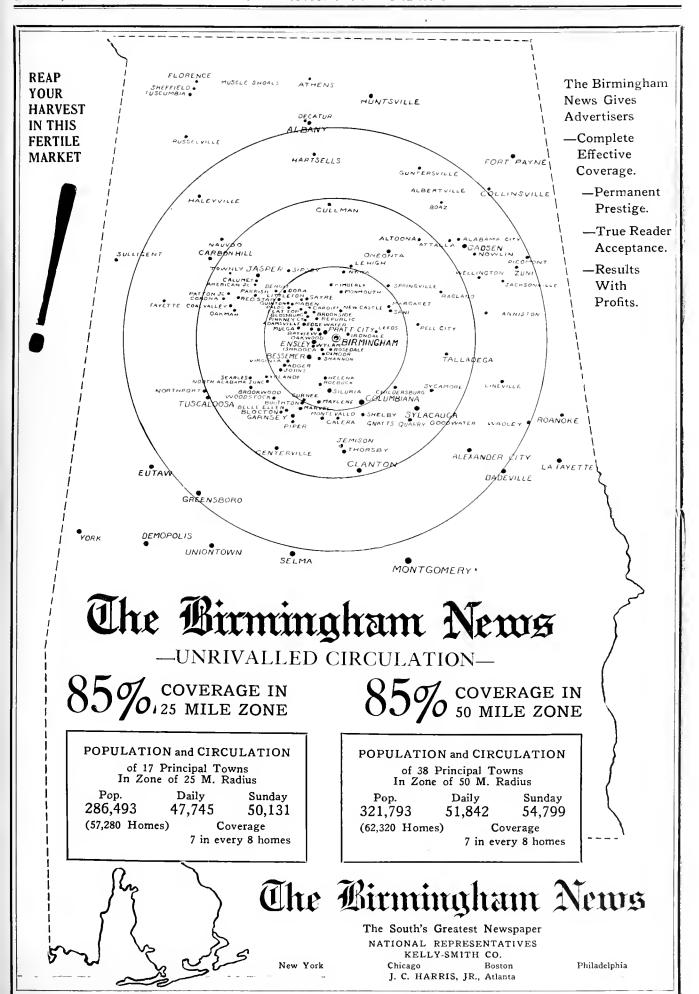
These papers concern an important part in a man's life—his business—that which occupies most of his waking hours—and their circulations are each limited to one homogeneous group. The readers are interested in the same things—all are potential buyers.

All business papers are good, because they conform to a basic principle of good selling, but some are better than others. The A.B.P. Standards of Practice assure advertisers clean, carefully edited papers, fair methods and fair advertising rates.

We have several booklets that may assist you in choosing and using business papers. Tell us your needs and we will send a booklet of most value to you.

THE ASSOCIATED BUSINESS PAPERS, Inc. Executive Offices: 220 West 42nd St., New York, N. Y.

A.B.P.



THINK what The New Yorker can do for you in New York!

It offers you—every week—a circulation of nearly 50,000 copies, approximately 40,000 of them in the Metropolitan District.

Used weekly, it offers you in the course of a month nearly 200,000 page units of advertising to fill in your advertising in the metropolitan market.

Here, in New York, where there is 8 per cent of the nation's population, but more than 20 per cent of its purchasing power, your national magazines offer you only approximately 8 per cent of their total distribution.

Think what 200,000 additional pages of advertising monthly can do for you in New York!



25 West 45th Street, New York

# COLUMBIA

The Largest Catholic Magazine in the World

LIKE many other national advertisers, the George Frost Company, makers of Velvet Grip hose supporters for all the family, regards COLUMBIA as a means of reaching economically and effectively a great number of receptive buyers.

Boston Garters, which are featured in a schedule of advertisements in COLUMBIA, are distributed throughout the land. And wherever there are dealers to sell these popular garters, there are readers of COLUMBIA to buy and to wear them.

Indeed, COLUMBIA'S notably responsive audience of three-quarters of a million Knights of Columbus families is in itself a vast consumer market—a market which merits the consideration of every national advertiser with products or service to sell.



"How did your garters look this morning?"



Returns from a questionnaire mailed to subscribers show that COLUMBIA has more than two and one-half million readers, grouped thus:—

Men 1,211,908 Women 1,060,420 Boys under 18 249,980 Girls under 18 244,336 TOTAL 2,766,644

# The Knights of Columbus

Publish, print and circulate COLUMBIA from their own printing plant at New Haven, Connecticut

Net Paid 748,305 Member A. B. C.

Twelve months average, ended June 30th 1926

Eastern Office
D. J. Gillespie, Adv. Dir.
25 W. 43rd St.
New York

Western Office
J. F. Jenkins, Western Mgr.
134 S. La Salle St.
Chicago



#### Evidence

A publicity advertiser says, "SMART SET has been a leader on our magazine list for a period of a year. This is on a cost per inquiry basis. It is very unusual to find a medium that will reach our particular market and continue to bring, month after month, such splendid results in the form of thousands of coupons."

SMART SET'S younger clement is the buying clement.

# Long Versus Short

You can easily remember the time when a woman who wore short hair was considered a freak. Older people looked on aghast. But youth, appreciating the freedom and comfort of bobbed hair, quickly adopted it.

And the younger generation demands these things which contribute to their freedom, happiness, comfort, beauty. Over a half million members of this same aggressive younger element read SMART SET every month.

These readers work in offices, in stores, in factories. They earn that they may spend and, because SMART SET appeals to them, they buy it.

That they also buy the merchandise advertised in SMART SET is proved by the letters which advertisers have written us. They say that SMART SET leads their list, that it brings inquiries at the lowest cost of any publication. If you sell a commodity that contributes to freedom or happiness, comfort or beauty, you will find, as other advertisers have already found, that SMART SET'S younger element will buy.

Right now you can reach over 500,000 of these keen, youthful buyers at the cost of an A.B.C. circulation of 400,000. Some advertisers believe that their exceptional success through SMART SET is a result of this circulation bonus. However, the real reason for such results lies in the fact that—

SMART SET reaches the younger element, the buying element of today and of many tomorrows.

R. E. BERLIN, Business Manager
119 West 40th St., New York

Chicago Office, 360 N. Michigan Ave.

# Buffalo the Wonder City of America

# GROWTH!

1920-93,341

1921—101,918

1922—106,061

1923—113,748

1924—123,039

1925—128,502

August

1926—146,653

Average daily circulation—All except August, 1926, are A. B. C. Audit figures.

The average daily circulation of the Buffalo Evening News is the largest in New York State outside of Manhattan

Cover the Buffalo Market with the

# BUFFALO EVENING NEWS

EDWARD H. BUTLER

Editor and Publisher

Marbridge Bldg., New York, N. Y. Waterman Bldg., Boston, Mass.

KELLY-SMITH CO.

National Representatives

Tribune Tower, Chicago, Ill. Atlantic Bldg., Philadelphia, Pa.

# The New Control in Business ~

IME was (Legend has it) when American business was ruled by Titans.

Powerful and predatory was the Titan (said the Legend); in full mastery of his business—self-sufficient.

You couldn't show him a thing. "I don't have to look —I *know*," said the Titan. Bulletins, charts and graphs made him fume—and, indeed, there was little need for them.

Few influences beat in upon his business. Strong in control of his own concerns, he might go his own pace with eyes shut—and let others get out of the road or be bowled over. Or so, at least, said the Legend.

The new and abler captain of business constantly scans the world's landscape; he is a connoisseur of facts and events

Facts bear in upon his business from a hundred sources. To scouts and couriers he lends willing ear, for nothing that other men do anywhere is alien to his interests.

His scout and courier, his chart and graph, his glass wherewith to pierce the mists of distant space and future time is Nation's Business. It is chief agent of the New Control.



NATION'S BUSINESS

 1

# Businesses Don't Need to Look Uninteresting!

"That printing salesman just handed me a new idea."

"Impossible!"

"Yes. All the others who have been in here said they could give me a rock-bottom figure on any work."

"What did this one say?"

"I wanted some new letterheads and invoice forms, and he said he could give them a real personality

with a real, arresting quality appeal."

"That sounds almost too good to be true."

It is true, nevertheless, that the routine forms of business don't need to look so uninteresting Good design and good paper—that's the secret of the thing called *personality*, and every scrap of paper that falls into the hands of the public ought to have it.

If you are a business executive interested in setting forth your business in a substantial and impressive character, ask your purchasing department to show you estimates and samples of Crane's Bond No. 29.



CRANE & COMPANY, INC. DALTON, MASSACHUSETTS

# Is Boston really a The Boston retailer

# His solution of the problem lies in concentrating his advertising upon a 12-mile shopping area

If a Boston department store using millions of lines yearly in all Boston newspapers is unable to draw an appreciable percentage of its business from a greater distance than 12 miles, what does this fact prove?

It proves the existence of a natural, normal trading area for Boston. That area is the result of the habits of Boston's people—not invented by any medium—not to be altered by any advertiser—as definite as the force of gravity and as impersonal.

# There is a 12-mile limit around Boston

Most national advertisers think of Boston as a city with a 30-mile trading radius. This seems logical. But within this 30-mile radius are five cities that are entities in themselves. Hundreds of shopping centers have grown up.

And when the Globe interviewed Boston department stores it developed that 64% of the charge accounts in one most representative store and 74% of the package deliveries of all leading Boston department stores lie within 12 miles of City Hall.

# The 12-mile area is Boston's Key trading market

In the 12-mile area lies a population of 1,700,-000, with a per capita wealth of nearly \$2000. In it, too, are the largest number of retail outlets in most lines—and nearly all the retail leaders—the stores which are bellwethers for

any scheme of distribution. And in this area the Sunday Globe delivers the largest circulation of any Boston newspaper. Daily its circulation is even greater than on Sunday.

That is why great Boston department stores buy the Globe first—in 1925 placing in it daily their greatest volume, and on Sunday as much lineage as in all the other Sunday papers combined.

All because the Globe's circulation—built entirely upon editorial and news interest and unhampered by premiums or any other less valuable form of circulation growth—actually followed buying power and buying habits!

# Concentrate through the Globe in this Key trading area

The Globe has gained its preponderance of circulation in this Key trading area simply by making a newspaper that Boston men and women wish to read. Such policies and features as the Globe's racial, religious, and political impartiality; its carefully edited woman's page—the oldest in America; its complete sport news,—these built the Globe's circulation.

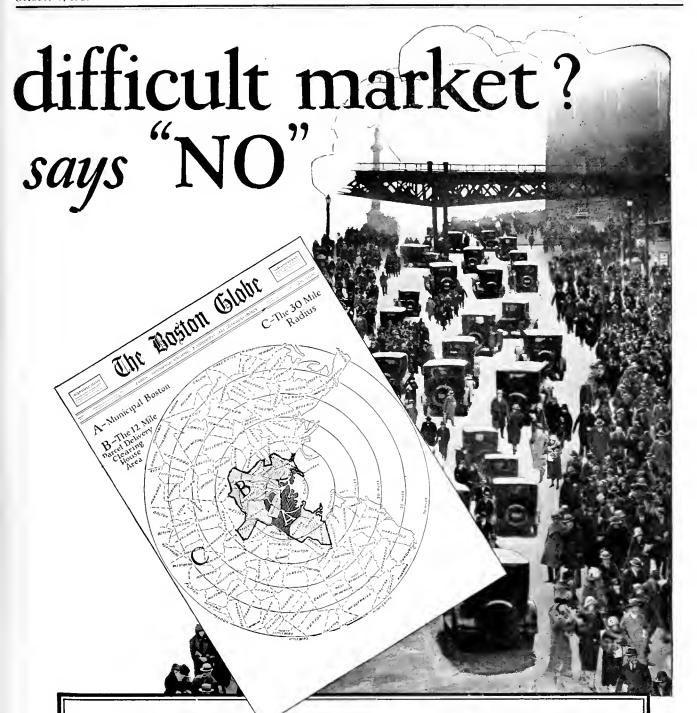
Study the map herewith. It shows the trading area of Boston as retail business in Boston defines that area. Through the Globe, concentrate upon that area. In Boston, buy the Globe first.

#### TOTAL NET PAID CIRCULATION IS

279,461 Daily

326,532 Sunday

It is pretty generally true in all cities with large suburban population that, in the metropolitan area, when the Sunday circulation is practically the same or greater than the daily circulation, there is proof of a real seven-day reader interest with a minimum of casual readers of the commuting type.



#### Ir. the Area A and B, Boston's 12-mile Trading Area, are

64% of department store charge accounts

74% of all department store package deliveries

61% of all grocery stores

57% of all drug stores

60% of all hardware stores

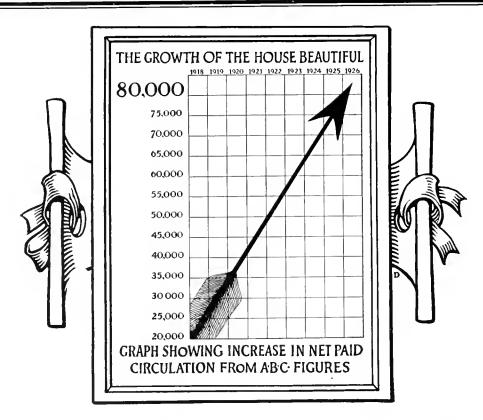
57% of all dry goods stores

55% of all furniture stores

46% of all automobile dealers and garages

Here the Sunday Globe delivers 34,367 more copies than the next Boston Sunday newspaper. The Globe concentrates—199,392 daily—176,479 Sunday

# The Boston Globe The Globe sells Boston



### Three-Act Play or Three-Ring Circus

THE first tells a story which is remembered; the second shows a brilliant kaleidoscope which is forgotten. The first deals in one theme only; the second with a hundred, superficially. The first centers attention, the second scatters it.

# DO YOU ADVERTISE TO A CONCENTRATED INTEREST OR A SCATTERED ATTENTION?

The first is easily possible—the second unnecessary

### THE HOUSE BEAUTIFUL

portrays exclusively the house and its appointments. Dogs, horses, poultry, cattle, dress, sports and real estate, it leaves to others. An audience of more than 80,000 individuals pays admission, by preference, to see the contents of the House Beautiful's twelve monthly representations of beautiful homes and what makes them beautiful.

If yours is a commodity that contributes to perfecting the home or its furnishings, you can center the attention of a financially responsible, interested audience directly upon it in the advertising pages of

#### THE HOUSE BEAUTIFUL

8 Arlington Street, Boston, Massachusetts A MEMBER OF THE CLASS GROUP

# Advertising & Selling

VOLUME SEVEN—NUMBER TWELVE

October 6, 1926

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© Brown Bros

YRIADS of buildings are rising in this country of growing population, prosperity and real estate booms. The handling and distribution of the necessary materials brought a development in the one-time lumber yard that has not been generally understood. In this issue Albert E. Mudkins discusses the metamorphosis of the one-time straightforward distributing center for a few materials allied to lumber into what amounts to a "department store" for building materials; many trade-marked, standardized and advertised.

#### M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

NEW YORK: F. K. KRETSCHMAR CHESTER L. RICE

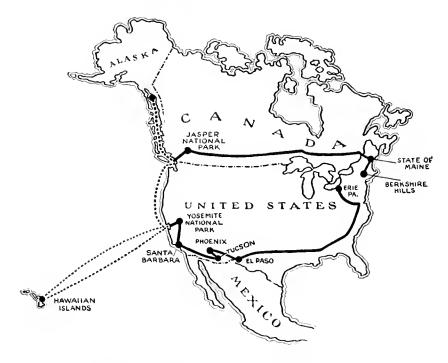
CHICAGO: JUSTIN F. BARBOUR Peoples Gas Bldg.; Wabash 4000 NEW ORLEANS: H. H. MARSH Mandeville, Louisiana

CLEVELAND:
A. E. LINDQUIST
405 Swetland Bldg.; Superior 1817

LONDON: 66 and 67 Shoe Lane, E. C. 4 Telephone Holborn 1900

Subscription Prices: U. S. A. \$3.00 a year. Canada \$3.50 a year. Foreign \$4.00 a year. 15 cents a copy
Through purchase of Advertising and Selling, this publication absorbed Profitable Advertising, Advertising News, Selling
Magazine, The Business World, Trade Journal Advertiser and The Publishers Guide. Industrial Selling absorbed 1925
Member Audit Bureau of Circulations and Associated Business Papers, Inc. Copyright, 1926, By Advertising Fortnightly, Inc.

# A CLIENT TOUR



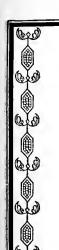
TERE would be the itinerary of anyone starting out to visit all the places whose advertising is handled by the McCann Company: First he would go to the majestic Berkshire Hills of Massachusetts. Then to the beauties of our national playground, the State of Maine. Next to Jasper National Park in the heart of the Canadian Rockies reached via the Canadian National Railways (also a client). Following this, up to Alaska with its Totem Poles. Then down to California with stop over visits at Yosemite National Park and Santa Barbara. After this across the Pacific to the Hawaiian Islands, gems of the Pacific. Then back to America and eastward to the healthful climate of Tucson and Phoenix, Arizona. Next to El Paso, Texas, with its side-trip across the border to Mexico. And finally to Eric, Pennsylvania thus completing a journey of over 10,000 miles.

# THE H.K.MCANN COMPANY Advertising

NEW YORK CHICAGO CLEVELAND LOS ANGELES



SAN FRANCISCO MONTREAL DENVER TORONTO

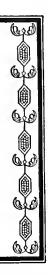


**OCTOBER 6, 1926** 

# Advertising & Selling

FREDERICK C. KENDALL, Editor

Marsh K. Powers Contributing Editors: EARNEST ELMO CALKINS ROBERT R. UPDEGRAFF G. LYNN SUMNER FLOYD W. PARSONS KENNETH M. GOODE CHARLES AUSTIN BATES FRANK HOUGH, Associate Editor R, Bigelow Lockwood JAMES M. CAMPBELL



# Marketing Building Materials for the Homes of Millions

### By Albert E. Mudkins

HIS business of housing 110,-000,000 people is a vast undertaking. According to one estimate, every year 2,000,000 families move into new homes or apartments. Each year 1,250,000 brides begin housekeeping.

There are already in this country, it is said, 18,000,000 owned homes.

Last vear we built 330,000 more.

These new homes were "built with all the latest modern conveniences, tile bathrooms, parquet floors. etc."—as the realtors' advertisements sav.

So let us take a look at the marketing channels and the distributing points available for the huge array of boards, bricks, mortar, cement, etc., needed for these houses.

First let us look at the distributive outlets: the dealers whose business it is to handle these materials. We find two types; one fast becoming a building material department

While this tendency

is likely to be less true in a few isolated cities, and where population is perhaps from half a million upward in any given city, it is, in the main, true the country over.

There are, according to a reliable building material trade paper, 22,000 lumber dealers in the United States, and 2740 mason material dealers.

A few years ago the lumber dealer carried, in the main, rough lumber and finished lumber in the shape of millwork (doors, window sash, etc.). The mason material dealer, as he does today, carried lime, plaster, cement, brick, etc.

The change in distribution is indicated when we say there is a grow-

ing tendency among retail lumber dealers call themselves "building material dealers.'

Today, the American Lumberman claims, building materials other than lumber comprise thirty-five per cent to sixty-five per cent of the sales of the average retail yard.

A prominent lumber and building material dealer in the Middle West (a town of 4609 population) at a joint conference of four retail lumber associations held at St. Louis, detailed his sales for the year as follows:

Roofing, 2 car loads; sand, 21 cars; rock, 22 cars; cement, 33 cars; sewer pipe, 3 cars; lime, 3 cars;



THE extraordinary multitude of houses arising in this coun-L try has affected the nature of the trades connected with their eonstruction, and the distribution of building materials has been obliged to develop in a manner not generally understood plaster, 4 cars; brick, 1 ear; lumber, 18 ears.

The secretary of the Northeastern Lumbermans' Association further corroborates this swing, or trend, among dealers in the Northeastern States. The one time lumber dealer is gone. The country over they are becoming a department store for building materials.

Further evidence is to be had from the results of a recent questionnaire. 2500 copies were mailed to concerns operating yards in towns not exceeding 100,000. The bulk went to towns under 50,000 as the great majority of the yards are in towns under this size.

There are sixty-eight towns of 100,000 and over; seventy-six of 50,-000 to 100,000; 2644 of 2500 to 50,000.

1582 dealers, or approximately sixty-three per cent filled in the

questionnaires. This is what was shown:

Per

		cen
Handling	lumber	100
41	prepared roofing1485	9.
44	wallboard1481	93
44	cement1278	8
44	lime1240	7
44	plaster1213	7
4.6	gates and fencing 852	5
4.6	paint 837	5
64	ladders 801	5.
44	coal 801	5
44	builders' hardware. 776	49
44	metal lath 746	$\hat{4}'$
44	stucco 726	4
44	sand 720	4
44	barn equipment 600	3
44	insulating material, 577	3
4.6	zinc coated shingle	0
	0	9
66	nails 544	3
	steel fence posts 494	3.
44	furnaces 142	:
44	in-a-door beds 65	
44		

The problems that beset the dealer as a result of this trend are indicated

by the conditions and physical limitations peculiar to his business.

Every dealer must, if possible, locate on a railroad siding and provide adequate room for his stock. This means the buying or leasing of one, two, or three acres, or perhaps more.

As to the amount of money necessary to operate a yard successfully, this, of a necessity, varies. One authority puts it at \$50,000 to \$75,000 to operate in a live town of 30,000 population.

Of this he thinks two-fiftns would be needed for plant and working capital; two-fifths for the purchase of bulk lumber and lumber specialties; and one-fifth for other stock purchases. A gross amount of \$200,000 business might be expected. The labor of four people would be regularly involved in the operation with occasional hired labor necessary

[CONTINUED ON PAGE 78]

# Why Advertising Results Can Never Be Measured Quantitatively

### By Emil Hofsoos

HE elements entering into the success of any advertising are, briefly, the medium used, the size of space, the frequency of insertion, what is said, and how it is said.

All of these five factors are of importance in determining the value of advertising—and all must be considered in any attempt to measure this value.

The only factors, however, which are capable of quantitative measurement, or even of quantitative definition, are the size of space and the frequency with which it is used.

The two most vital elements of all advertising—what is said and how it is said—are absolutely incapable of definite measurement.

These two factors influence the mind of the reader, and as yet science has given us no method of measuring accurately, or even approximately, the reaction of the mind to thoughts or ideas that have been implanted in it.

The only measure we have of the effect of advertising on the mind of the reader is the action which results from that effect.

And even this is clearly inadequate because in the great majority of cases sales are not due entirely to advertising, but are the result of a combination of forces: advertising, salesmen's efforts, recommendations of others, etc.

Furthermore, the purpose of most national advertising is not to create direct sales, but to build

up a state of mind, a confidence in the integrity of the maker and the quality of the product which may, through a process of accumulation of favorable ideas over an extended period, finally bring the prospective purchaser to the point where he invests his money.

How can you measure this effect of advertising on the mind of the prospect? He himself may not have been conscious of the fact that his mind was being molded by advertising, yet it is not improbable that without the help of advertising the sale would not have been made.

The only practical way by which we can consider advertising in any correlation with sales is on a dollars and cents basis. Consequently, when we attempt to show a correlation between sales and advertising, we are apparently assuming that the only feature of advertising which is worth considering is its cost.

We are apparently assuming that every page advertisement is equal in value to every other page advertisement regardless of what is said in the advertisement or how it is said. We are apparently assuming that good copy is no better than poor copy.

To attempt to measure advertising quantitatively by using only size and cost of space is like trying to measure the value of a Van Dyck portrait by calculating the poundage and cost of the pigments that have been used.

# The Banker as a Retailer

By Robert R. Updegraff

S bankers and business men, we are all used to the term "frozen"-"frozen credits," "frozen capital," "frozen inventories." Ideas and conceptions can become frozen, too, and they do. There is today a frozen idea about banks and banking: the idea that a bank is a "service institution." It isn't-primarily. It is a selling institution, a retailing job, like any other store on Main Street. It is true that it serves the community, but like any other store, it serves only when it sells. Standing massively on a prominent corner, being ready to serve is merely the architecture and mechanics and money of banking. It is only when a sale of some kind is made that service is actually rendered. That is why I say that the "service institution" idea is a frozen idea. Like a good many banks, it is cold, impersonal, static.

Suppose we put a stick of dynamite under the service conception and blow it all to pieces—and then study the pieces. Blow the bank wide open and see what is inside: a vault, cash, securities, some desks and chairs, financial ref-

erence books, a file of correspondence, some tellers' cages, adding machines, bookkeeping machines, files, record books, a few men, some women, some signs—"Trust Department," "Interest Department," "Foreign Department," "Note Teller," and so on. Just pieces of banking, for sale at retail in various forms.

For sale as interest at four per cent; as storage or security; as convenience in the exchange of money between business houses and citizens; as self respect and standing in the community; as financial peace of mind; as bookkeeping for people with estates; as accommodation to the man who has more business or opportunities than ready money; as information and answers to questions; as financial independence.

Portions of an address delivered before the Commercial Departmental Advertisers Association, Detroit.



The "pieces" then, of this frozen term, "service," are:

Interest
Security
Convenience
Self-respect
Peace of mind
Bookkeeping
Accommodation
Answers
Financial independence

A'S a retailer, the banker carries these items on his shelves; they are his stock in trade.

Now, if he expects to sell them to the largest number of people, he must locate his store on Main Street —as must any other merchant.

"Ho," says the banker. "Our bank is on Main Street—right on the most prominent corner."

But is it? Thoughtful merchants are beginning to realize that Main Street is not necessarily a matter of

city geography, so far as making sales is concerned. Main Street is in people's minds. Every citizen has his or her own little mental Main Street, made up of the stores where he or she shops regularly, no matter how scattered they may be. There they are, lined up side by side, a mental street lined with shops that are personal to the individual, a butcher shop, a bakery, a grocery, a drug store, a fruit stand, a delicatessen, a florist's shop, a furniture store, perhaps two or three dry goods stores, a shoe store, a clothing store, a cobbler, a ten-cent store, a tailor shop, and so on. Every citizen passes other shops, perhaps dozens of them, every day without really seeing them. They may be on Main Street on the city map, but they are on a side street as far as this citizen's interest or consciousness is concerned. And so these Main Street merchants are paying Main Street rent without getting all the benefit of the passing traffic. Just as are many banks today, with their costly buildings on the most expensive corners in their respective towns.

The banker's first job as a retailer, then, is to get his bank onto the Main Streets in the minds of the people of his community so that he may sell them the items making up his stock in trade, as previously listed.

The quickest way he can do this is to thaw out his frozen lump of "service" and lay it out on the counter in convenient units so that people can see it, touch it, understand it—and buy it.

Let me digress here to cite a practical case in point which illustrates how a business actually located on Main Street, yet not there at all in the public mind, was moved onto Main Street without any moving van. In New York, on a certain Fifth Avenue corner, stands an old, established retail store. It had been on this prominent corner for years, but in spite of its location it was slowly drying up, in a sales way, and

[CONTINUED ON PAGE 68]

# Selling the Farm in Winter

### By Henry Albert

ARLY in the May of the current year a representative of the Department of Agriculture speaking before an Atlantic City convention announced that, "the Department in the coming summer will make the greatest field survey of farming ever made."

Now that another summer is upon us, it is safe to assume that the usual number of farm surveys will be made. Never, apparently, does it occur either to the Department of Agriculture or to the merchandising surveys to undertake a composite picture of farm life at the other end of the year. Winter, on the farm, is everything that summer is not; whereas for city dwellers—who project these studies of farm life—winter has largely been robbed of its discomforts through the artificial conveniences of town life.

Three times I have ventured to suggest to merchandising students a winter farm survey. Three times has come the reply:

"Reporters can't get around in the winter. The roads are too bad."

Precisely. Yet no farm survey that I have ever encountered has dared follow the logic's rules to the inevitable conclusion. If country roads in winter prevent easy access to outsiders, it must follow that farm dwellers are impeded in getting away from home; and, therefore, that their buying habits for five-twelfths of the year must differ from their summer habits.

Farm surveys are made during the

months when country roads are at their best. Such studies reflect, inevitably, farm conditions of the outdoor two-thirds of the year. They picture with equal certainty farm buying psychology for only the same portion of the year. Such surveys fail to convey so much as a suggestion of farm life in four or five months of the year.

This lack is all the more serious, in merchandising studies, for the reason that the summer months on the farm are rather well understood by the executive in a twenty-story office building, the very individual, however, whose conception is most sketchy of what farm psychology must be during those shut-in months, when for three and four weeks at a stretch literally millions of our American farmers do not hear the voice of anyone except a member of their own families.

P OR years and years," remarked the manager of a crayon portrait house, "it was beyond us to understand why our farm sales fell short. The first half-year was always a dud, with volume growing from June to Christmas. Only when we broke down our sales by months and applied analysis to the problem did we find how to get at

the farmer during the winter."
"The farm market for radio," said the

owner of an im-

portant

store in Peoria, "is immense. But how to get to them is a puzzle. In the summer the Corn Belt lives out of doors, and our weather is so hot that no one cares for radio; in the winter, when they want it, the cost of installing a set is greater than the price. One of our service men would spend all day getting to a farm over our muck roads, either because of snow or of mud, and all night getting home again."

In one sense the passing of the horse has increased the isolation of the farms during bad weather. The horse could draw a light buggy, or a man could ride the horse, over roads where no motor car can keep from the ditch.

Easterners are accustomed to hard roads. City dwellers, in general, think of all roads as being such as they select for a Sunday spin. They forget that even the Lincoln Highway is only "an improved highway" for 2000 miles of its length, and an "improved" road after a rain is just plain mud. Except for the paved and hard-surfaced roads of familiar type, country roads are usually impassable for five months of the year [CONTINUED ON PAGE 50]



PARM buying habits in winter differ greatly from such habits throughout the summer. Snow in the North, mud in the South, shut the agriculturist from the world effectively for a large part of the year. But he wants to buy, nevertheless, and it is the wise sales manager who recognizes this fact

# Cargoes of the Air

#### Changes in the Business and Industrial Structure Which Will Be Wrought by the Third Form of Transportation

#### By Marsh K. Powers

HE transportation of merchandise, being a major necessity to civilized life, is a major human activity.

Yet it is curiously true that, in spite of its fundamental importance, modern civilization has added only one form of transportation to those in use before beginnings of history.

Water transportation and land transportation, though experiencing continuous development in successive centuries, were, nevertheless, tools of prehistoric man.

The caravan, toiling over the traderoutes, has become the hundred-car freight train, and the

mover toward transportation develever, until this century, was a refinement on an existing form rather ger opportunity to find out just what than the creation of a new one.

twentieth century to add the only definite air-lines to serve definite new medium for transportation dis- air-routes means that very soon aircovered since the days before the freight will be a factor to be figured first pages of history were written in

-the air.

dium comes another mastery—a as they have long done in marine mastery over distance in terms of

that, till now, we have ever been able complished fact?



THUS far the business and industrial world have had only a ▲ meager opportunity to find out just what air-freight can and will do to it. This night plane from Cleveland is but one of many that all over the country are offering new means for increased service, and by cutting to one-half the distance between source and use are establishing a new, unparalleled situation. The changes it will inevitably bring are of concern to everyone

gasoline truck and trailer. The gal- to maintain in load-carrying—and Kay, resulted from this searth for ley of the Phoenicians evolved slowly that only for mail and express. The speed. On a single voyage a recordinto the clipper ships of 1850 and new medium permits, or rather de-making clipper would earn a fortune then more rapidly into the great mands, speeds of twice that figure. for its owners. The first round trip steam and fuel oil driven cargo-car- A thousand miles becomes a matter of the Sovereign of the Seas, a clipriers of today. In each successive of ten hours. Our continent, even per built for California service durgeneration the emphasis upon now, on a regularly maintained ing the Gold Rush, is reputed to have

Each forward step, how- THUS far the business and industrial world have had only a meaair-freight can and will mean to it. It is an accomplishment of our The organization and financing of business planning. Already newspapers are beginning to report With the mastery of the new me- arrivals and clearances by air, just transportation.

What will it mean to business and Fifty miles an hour is the fastest industry to have air-freight an ac-

There is just one dominant point keep in mind—speed.

The question, for many years to come, is wrapped in that single word. Airfreight means speed.

If you have any doubt that speed is not an outstanding desideratum in freight transportation, glance back a moment into freight history.

The greatest single impetus ever given to the sailing ship was given by the demand for something which would bring the new tea crop from the Orient to England each year in the shortest time. The great clipper-ship rivalry of this country and England, fought for us so expertly by the shipbuilder Donald Mc-

greater speed has been the prime schedule, is only thirty hours wide. earned \$135,000; at a time when a dollar very decidedly outranked our present dollar in rarity.

The instant that the steam-ship assured a greater speed, the clipper passed almost instantly out of the picture, killed by the identical influence which had brought it into existence.

In economic theory canal and river transportation by barges has always had the argument in its favor. In Europe it has been widely developed; in America the speed factor has militated against it.

Air-freight introduces a new form and a new degree of speed.

Its first effects on manufacturing

and merchandising will be of two kinds: On the one hand it will be used as an emergency remedy for weaknesses in the human equation; on the other, it will bring Source and Use permanently closer to each other.

The story of an actual incident will best explain the first mentioned

A Michigan manufacturer had scheduled for early delivery a carload of stampings from an Ohio plant. The shipment was imperaneeded on the following tively Thursday morning in order to prevent a shut-down of the plant. The long-distance telephone was called into play and assurance received that the car-load was on its way.

Late Wednesday afternoon the car rolled in on the factory's siding; in time—but!

Examination disclosed the fact that in reading the bill of lading listing the contents, no one had spotted the total omission of one small but absolutely necessary part.

Again the long-distance telephone was called into service and the Ohio manufacturer notified. "Don't lay off your men," he replied, "we'll get it to you." And that night an airplane carried the missing item up to Michigan.

The shipment was worth less than \$50; the cost of the trip, \$375—apparently an impossibly uneconomic ratio. And yet to shut down the plant would have cost the manufacturer \$1,000. Obviously, there was a worthwhile saving in the procedure.

Every business executive will see for himself the broad application of this particular type of service: the errors in planning which will be partially or wholly offset by the speed of air-freight, the oversights which will be corrected, by its help in time of need, the eleventh-hour a telegraphic order, "Send a gross crises it will surmount.

Many a concern which begins by being wholly skeptical of the feasibility of air-freight will find itself gratefully calling on air-freight as a pinch-hitter.

The other effect goes deeper into business and industrial operation. To bring Source and Use closer together by one-half establishes a wholly new and unparalleled situation, with potential results of the most far-reaching scope.

Consider it—I make no prophecies —in terms of short orders, or—as it is the fashion to term it todayof "hand-to-mouth buying." To cut just one-half off the time required to get an express shipment through to its destination permits an even greater postponement of the act of placing the order. On the other hand, it enables the wholesaler and the retailer to cash in more than ever before on unexpected demands: [CONTINUED ON PAGE 56]

# After All, People Talk That Way

## By S. K. Wilson

MET once, somewhere, in a review of a certain popular novel, a priceless phrase: "The author knows the danger of writing too That half-disdainful, halfwistful comment, outrageously true, snares in its taut drag-net advertising copy as well as fiction. Indeed, copy it delimits even more ruthlessly; for while an author may defy it and sneeringly accept the decimation of his audience, the advertising writer must acquire and please every

Now that does not mean bad writing, smashed syntax and puerile Pollyannotations. But it does mean, as I see it, occasionally salting your copy with those colloquial, banal clichés of everyday use that the average man swallows with relish because to him they taste like homecooking. Take, for example, the frequently disparaged phrases "Of course" and "After all." Weak, lazy, inept! Irrational! It is a misdemeanor to use them anywhere, a crime to begin sentence or paragraph with them. But-wait a minute, now!

Grant that, from the point of view of a precisian, the critic of these and like phrases is not far from being right. Economy, grace.

fastidious English—all are glitteringly behind him. But can advertising copy—can indeed any genre of writing that must feed on popular acceptance—be held in general to the rigid ideal? Are not in fact such phrases precisely the locutions which tend to humanize copy—and therefore to swell its salability?

In short, won't people who talk like that be pleased to be talked to like that? Is there a higher order of salesmanship than handing your prospect his own "lingo"? What is more rational than deftly fitting an irrationality to the minds which do not snuggle up instinctively to the rational?

THIEN, too, those two phrases are often vital to the sense—and consolidate it most strongly at the beginning of a sentence or paragraph. It you could count the number of times they lead in ordinary conversation and how many times they seemed inevitable in their context, you would get not only a staggering total for the first classification but probably the same total for the

Oh yes, it is possible to paraphrase. You can avoid "Of course" and "After all" by using: "It is splendidly null."

true," "Obviously," "In the last analysis," etc. But is not that cure worse than the disease, particularly since the disease is worth a million dollars to the practitioners who treat it homeopathically?

Finally, when you serve up "Of course" or "After all" you are offering to the reader a supreme proof of your reliance on his judgment. "Of course," contradictorily enough, does not always claim everything. Usually, it is faintly adversative, as, "Of course, Omnipot cannot be used on ormolu." Honest fellow you are, runs the reader's comment. Likewise, "After all" hands your case over to him. Even when these phrases are bumptiously assertive (as, "Of course it's Omnipot" or "After all, what would life be without Omnipot?") he will go with you on their crest because that is how he would express his own conviction.

No, the precisian will not sell as many goods with his scrupulous copy as will the writer who compromises with his audience on a basis of what terminological garniture the average reader likes with his food. Too often, copy aiming at the ultimate of correctness becomes "faultily faulfless, icily regular,



# Stotits on small jobs An interciew with Harry Kent of Gois & Kent Co.

vard shovel for small jobs running between yard shovel for small jobs running netween 700 and 1500 yards, plenty of contractors thought us crary. It is firmly rooted in many contractors' minds that money cannot be made with shovels on this class of work. We had our profits estimated on a very conservative basis, so we were not far exceeded these estimates.

Yesterday is a fair example of how we do it. At 7 o'clock, the shovel was unloaded

ground. Five trucks were on the job At 5 o'clock that night, we had moved 800 vards of dirt and the excavation was

A lot of credit is due our McMyler-Interstate shovel. We selected it for its 6 x 8 plant in any one-yard shovel.

If all contractors knew what we know of the shovel, you wouldn't need any salesmen



CIEVELAND, OHIO





Clam-shell Buckets

Electric

# By-Products of Industrial Testimonial Advertising

By R. S. Rimanoczy

Advertising Manager, McMyler-Interstate Company, Cleveland, Ohio

retract a statement or to be ap-\_prehended in inconsistency. It is our pride that makes us stubborn, and it is pride that welds us to a product that we have publicly acclaimed or defended, even if in a joking way.

This trait is responsible for the most valuable by-product of testimonial advertising: repeat sales. The value in dollars and cents, of course, is dependent on the volume of repeat business coming from each customer featured in the testimonial series. My consumption of Lucky Strikes could never be considered worth the trouble of featuring. On the other hand, the user of a \$10,000 piece of equipment who buys such

T is human nature to dislike to equipment every year or so, or the points of the equipment are accenmanufacturer who consumes a large volume of low-priced units, is in a position to warrant this guarding of their good-will.

> What is the reaction when a customer opens the latest edition of the leading trade paper and sees a full page advertisement featuring his plant, equipment, and the results he has obtained through using the equipment? He is flattered from three angles: First, his natural pride in his organization is touched; second, he is convinced that his trade is appreciated; and, third, he sees himself as a leader in his industry contributing in a semi-editorial way to the paper.

As he reads the copy, the good

tuated in his mind and, unconsciously, the unfavorable points are pushed into the background. The members of his trade association mention the advertisement and, as men will do, check the veracity of the statements. Every time the user reviews the results obtained, he is publicly declaring his satisfaction in and his preference for that particular equipment. Very probably he will be involved in discussions in which it is necessary for him to defend the equipment.

This process builds a metaphorical wall between that man and any other make of equipment. As the process continues, the wall is strengthened and made higher. It is this wall that the competitor's salesmen will have

[CONTINUED ON PAGE 86]



THE impression prevails that the old times were "good" though historians differ about the matter. Illustrators don't. Henry Raleigh and Maxwell House Coffee have consistently done their bit by means of these charming pictures to foster the theory that in previous periods the alleged human race was full of whimsy, beauty, and gently comical characters. Their "atmosphere" is ingratiating

# Attacking the Distribution Problem Seriously

By E. M. West

cilities tremendously. Stocks expanded; wages increased; prices soared. War demands stopped, but continued buying was anticipated. Suddenly, however, buyers rebelled at excessive prices; liquidation of accumulated stocks was precipitated. Appalling losses were entailed. These losses were inflicted on all lines of business, on all functionaries engaged in business. Deflation hit everyone. Reorganization began; readjustments proceeded. New alignments were made, but the forces of reorganization and readjustment are still operating. Scars have not yet disappeared.

One of the results of readjustment was hand-to-mouth buying, barely keeping pace with current demand. This imposed radical changes, the transforming of prevalent practices. The retailer buys less. The multiple warehouses, represented by his stock rooms and display shelves, are no longer overcrowded. His reserve stocks the jobber may carry. But jobbers' warehouses are no longer bulging. They, too, are buying in small quantities. Their reserves the manufacturer must care for. But the manufacturer protests. He cannot regulate his production and adjust it to uncertain demand. He cannot anticipate his requirements for material. He cannot manufacture a steady flow of goods without assured outlets to relieve his stock rooms. He looks for relief. Some seek it in direct selling. Some turn to chain stores. Some try other means. There is talk of supplanting and dispensing with various intermediary services. All of these efforts have been groping and uncertain, but the growth of chain stores and buying chains, impelled by war deflation and stimulated by certain economies the chains effect has been one of the outstanding developments of recent years. No one knows how far they have expanded; none would dare predict how far they will extend.

Coincidently, jobbers have been readjusting their operations, concentrating efforts, reducing lines, seek-

AR multiplied productive facilities tremendously. Stocks and demand simplifying services. expanded; wages increased; Some instances may be interesting pared. War demands stopped, enough to warrant citation.

One jobber has cut his lines onethird, his territory one-quarter, his accounts one-half. He has concentrated his buying, concluding that he could require from the sources of his supplies services essential to him only if the volume that he bought justified and supported such necessary services. He presented this concept to his customers. They could require services of him only when they bought sufficient to warrant those services. Their purchases should be in quantities and at intervals that permitted economical handling. He shared his savings with them and saw his volume increase, in the face of general decreases among competitors, until it practically equalled his 1920 peak

ANOTHER jobber ascertained which lines paid a profit and which he handled below cost. He displayed his figures to his retailers. He showed them that the items that returned him a profit were handled by them at a profit; that the items that he handled below cost, they sold at a loss. So he induced them to concentrate their buying on profitable lines and to reduce their stocks of unprofitable lines. They benefited mutually.

Another jobber attacked his credit situation. When goods left his shipping floor, title passed to consignee. From that moment until a check was actually deposited in his bank in payment, more than sixty days generally elapsed. "If I am giving sixty-day credits to a number of merchants," he thought, "I can distribute these credits to better advantage." He called on his best accounts. He proposed to them that he stock their shelves with a complete array of the goods which they required. We would retain title to the goods and they should pay only for the goods when sold. In effect, he transferred the stocks he formerly carried in his warehouse to

the multiple warehouses provided by the dealers' storerooms and shelves, maintaining in his warehouse only the necessary reserve stock.

He transformed his salesmen and developed a new function for them. They visited the dealers and took inventories of their stocks. On these inventories, bills were submitted and immediately paid. Precise information was obtained as to the rate of flow of every item carried. In the meantime, the salesmen took note of any instance where an exceptional sale for any item developed. The salesmen inquired what method of presentation and promotion produced this exceptional sale. Then, as he made his rounds, each salesman informed his merchants how they might develop an equivalent sale. Through precise stock control. through multiplied promotional methods which had proved successful, this man was able to control hisbuying and confine it to items that move rapidly and so obtain maximum turnover on his investment. The result: greatly increased profits, elimination of credit and collection difficulties, minimum selling effort and expense, minimum handling, delivery and storage charges, stable and satisfactory trade relations-in short, a transformed business, operating smoothly and successfully.

THE means employed by each of  $oldsymbol{L}$  these three jobbers differed in method, but were identical in principle. While maintaining separate ownership, each jobber coordinated the distributive functions he and his retailers performed, so that they were actuated by the same animations: to eliminate wasteful and unnecessary effort, to confine selling and promotional expenditures to rapidly turning and profitable lines, and to reduce to a minimum investments in inactive stocks; thus releasing the bulk of their money for working capital, and making this capital work to its maximum. In no essential does this differ from the successful methods employed notably by certain progressive department stores at the present time.

[CONTINUED ON PAGE 52].

# What Happens When a Country's Currency Goes to Pot

# By Christopher James

EFORE the war, the Belgian for two francs you can have the best Dour money. When I was in Belgium, some months ago, the Belgian franc was worth less than 412 cents\*. In other words, it had depreciated more than seventy-five per

Nevertheless, that same depreciated and impoverished franc will go quite a long way in Belgium. It will pay for four telephone calls! It will take you and your wife downtown and back again! It will buy half a dozen Belgian newspapers!

With two francs you can, of course, do exactly twice as much as with one franc. You can go by street-car—"tram," they call it in Belgium—from Brussels to Waterloo, a distance of about ten miles, for fr. 1.90—about 8½ cents. Two franes will buy you a very good breakfast, not, of course, in a *hotel* de luxe, but in a modest, inexpensive cafe or restaurant on a side-street.

The meal will consist of a pot of coffee with a pitcher of hot milk, two or three rolls and a couple of pats of butter. For an additional franc or, at most, a franc and a quarter, you can have a boiled egg. So, all told, your breakfast, including a "tip," will cost you about fifteen cents. And it will be delicious, every bit of it. The rolls will be crisp, the coffee as good as, if not better than, you get at home, and the egg will be cooked precisely as you want it. For fifteen cents!

Many other things you can buy in Belgium for two francs. You can go to a "cinema" for less than two francs. But

franc was worth 19.3 cents in seat in the house. Really! At Ostend, I paid two francs to see "The Ten Commandments"—the same Ten Commandments as appeared on Broadway a year or so ago and to see which, if I remember rightly, one had to pay \$1.50.

Two francs will not admit you to a performance of grand opera, but two francs, ten centimes-call it 914 cents—will. Your seat will be in "paradis"—the top gallery. What of it? You can see and hear as well there as in any other part of the house. For less than ten cents! If you want a better seat you can have it for 314 francs—less than fifteen cents. From that figure prices move up, by easy gradations to twenty francs (ninety cents). This, mind you, in a magnificently furnished opera house which seats 2500 people. is attended frequently by the King and Queen of the Belgians, has an orchestra of forty pieces, a large and

competent chorus, and soloists second only to the world-famous songsters who appear at the Metropolitan Opera House, New York.

Admission charges for theatrical and vaudeville entertainments are equally low. While in Brussels, my wife and I attended one of the best vaudeville shows we have ever seen. We paid about twenty-seven cents apiece for our seats. There were none better in the house.

As you probably know, Ostend is one of the most popular seaside resorts in Europe. The only American resort which can be compared with it is Atlantic City. During July and August, Ostend's hotel charges are, in the estimation of Europeans, shockingly high. When I was there, early in September, the rates were, I thought, very low-about a third as much as one would pay for equally good accommodations at an American seaside resort. We stayed at a hotel of the "deuxieme classe" (all

Belgian hotels are graded), and we paid \$1.70 a day for our room and breakfast eighty-five cents We took apiece. luncheon and dinner wherever we happened to be. Sometimes we had quite an elaborate meal and we paid for it as much as forty-five cents. At other times we had a simpler repast—soup. rolls, cheese and coffee, or an omelette with rolls, cheese and coffee. The charge for the two of us seldom exceeded sixty-five cents. Dinners were more expensive. They cost anywhere from sixteen to francs-fifty-four to seventy-five centsapiece. Very excellent meals they were -better cooked, better served and more



(c) Publishers' Photo Service Inc.

THE Belgian franc, once worth 19.3 cents in American currency, is now quoted at 2.6 cents. Mr. James discusses the extraordinary purchasing power of the depleted coin as he found it when it received a rating even higher than it does at present. He shows graphically what happens when a enrrency goes to pieces and the merchants "turn everything into eash

\*Present value, about

CONTINUED ON PAGE 841

## THE · EDITORIAL · PAGE

#### Those Surprising Western Buying Centers

TENDERFOOT eastern sales and advertising executives rarely understand those remarkable western buying centers which far transcend the mere population of the town. Many have been the sales mistakes made by easterners who judge the local market solely by the population.

But we now have an interesting check-up of a typical western buying center, which makes it unnecessary to rely upon the sometimes overly-optimistic calculations of local newspapers. Montgomery Ward & Company in recent weeks opened its first "display store"—first of a chain of them—at Marysville, Kan., a town of about 3500 population. This opening was an event well calculated to bring out a large proportion of the consumers of that general buying territory. In the sixteen days of the opening 14,000 people visited the new store; 80 per cent of them making purchases. Montomery Ward & Company expect to open fifty to sixty of these display stores throughout the country.

Undoubtedly these 14,000 people represent no more than half the actual population of this buying zone, counting every man, woman and child; possibly not even half. But even on this showing it would indicate a trading zone of 28,000 population making a town of 3500 its shopping center. Here is a unique illustration of the peculiar nature of the country west of the Mississippi; a situation which has been accelerated even more by the automobile and road building. Towns which nobody in the East has ever heard of boast a Saturday shopping population that would fill to overflowing most of New York's big department stores.

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### Government to Research Cooperative Marketing

THE newest word from Washington is that the Government is planning, through several departments, to make researches into cooperative marketing.

The clamor of the farmers for some kind of aid has forced the Government to become active in bringing the best possible information to bear on a business-like solution of the farmer's problem. That solution is undoubtedly cooperative marketing; but to make a political issue of this is silly, as there is no opposition to it. The road is wide open to any group of growers; and it is splendidly charted by the experience of other groups.

The main need seems to be for more consistent advertising, instead of using the printed page adequately only when there is an extra large crop. A consistently developed trademark reputation, a year-round advertising, and even an application of the Ford principle of quantity production at lower price will probably be found sound, in spite of the apparent present need for higher prices in some farm commodities. It is far better to apply the law of supply and demand to the market by cooperative effort than to have the law of supply and demand take the initiative out of the growers' lands.

#### Sales Lost Through Misuse

Authoritects giving suggestions as to the size and character of advertising matter intended for preservation by architects (A. I. A. Document No. 84, Edition of 1926) contains a suggestion that should be given broader application.

This suggestion is that information should be given as to the probable *improper* use of the product. "The architect should not be forced to obtain this information through embarrassing and sometimes expensive experience," says the bulletin.

While it may not be practical for the advertiser of appliances or products that can be misused to issue warning of such possible misuse in his advertising, it is highly desirable that in literature that goes with the application warning be given against any natural or common misuse.

Just how important it is from a sales standpoint to prevent a wrong use of a product was brought home forcefully to the manufacturer of a very well-known household appliance recently. This manufacturer, who has a well organized re-sale staff, conducted an investigation which disclosed that forty-seven per cent of his sales had to be credited definitely to the recommendation of users.

The recommendation of users is a more important sales factor than many business men seem to appreciate, and to run the risk of losing sales through neglect to warn users of the possibility of misusing the product is short-sighted policy.

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### Buying a "Nickel's Worth"

A T a meeting of watermelon growers, late in the summer, a leading subject for discussion was the problem of widening the market for their product. When considering the possibility of cooperative advertising of the usual type, one speaker voiced the objection:

"The thing we need most of all is someone to show us how to sell a nickel's worth of watermelons at a time."

It was then stated that consumption of watermelons is least in the cities in ratio to population. The reason assigned was that city buying is "on a cigarette basis for everything they eat—just enough for once and nothing left over." To this tendency the watermelon presents a difficulty, especially as the best melons are apt to be those of large size.

In illustration of the practical difficulties, another speaker mentioned his belief that "bar goods have seriously cut into the sale of bulk candies," this being true not because the public likes the bar better than the bulk but because the bar manufacturers have made it convenient for the individual to buy all the candy he wants "in the middle of an afternoon" for a nickel or, at the outside, for a dime. A like convenience of purchase, were it but practicable, would aid the marketing of watermelons—and, undoubtedly, many other items.

# How to Help the Country Store to Better Its Advertising

### By Jefferson Thomas

EARLY half of a two-year period of retirement from active participation in advertising, forced by illhealth and other circumstances, I spent in the office of a country newspaper.

During the whole of this experience I could not help being impressed by the degree to which the advertising of the small-town retailer is of a character that cannot possibly produce quate results.

In the endeavor to make the semi-weekly with which I was connected render some service to the merchants who used space in its columns, I made a somecomprehensive study of similar newspapers, and reached the conclusion that the con-

was located obtain pretty generally over the country.

It seems to me that the advertising situation found in the average country store offers an opportunity for dealers' service by manufacturers. Perhaps it would require considerable expenditure in research and experimental work to become efficient, but in the end it could be depended upon to produce unusually good results.

A condition in country store merchandising difficult for the city advertising man to understand is the indisposition of small town dealers to quote prices in copy. Fundamentally this can be traced to the old system of trading, in which the price at which the sale is made usually differs considerably from that first quoted.

One not having contact with country town stores will be surprised to learn that in many of them the oneprice policy has gained little



THE small-town newspaper has its unavoidable mechanical limitations, and the country merchant has his own theories and habits where advertising is concerned. The large-city agencies are all too often parochially astigmatic when they send out their cuts and copy without properly adapting them to conditions

ditions existing in the place where I strength, even in this otherwise pro- located in nearby cities. The better gressive age when there are few places with as many as a thousand people that do not have paved streets, electric lights, water systems and other modern improvements.

In stores well stocked with trademarked goods, furnished with modern fixtures, and generally attractive, the customer from the city may be handled on a standard price basis. Let him remain in the background as an observer for a little while and he will notice that the system of selling employed with the home trade is quite different.

O matter how large or well assorted his stock of nationally advertised goods, the typical smalltown storekeeper objects seriously to naming the prices in his local newspaper. Often he buys space liberally and fills much of it with lists of the trade-marked lines that he carries. But as to prices on any important article—nothing doing!

As one of these merchants put it, in talking to the advertising solicitor of his home town paper: "No, I won't use prices. Why should I tell my competitors the figures at which I am selling goods?" Yet the competitors found out; for time after time a customer, quoted on certain articles in the store of A, would stall off the salesman and shop with B and C, trying to get better figures.

This antipathy to price quotations hurts the merchant, and renders it practically impossible for the newspapers to serve him in such a manner as to make his advertising profitable. The people are given prices by mail order houses and prices are dominant in the advertising of merchants

class of trade goes away from home, often without real cause, to the detriment of the town, the store, and the newspapers.

In one small city, having about 2500 people, with three times as many more in its immediate trade territory, a survey showed that over sixty per cent of the buying of other than daily necessities was by mail or on shopping tours to larger cities; though the nearest place of any size was almost a hundred miles away. The merchants of that city filled the country papers with advertising containing prices, and drew trade from a big area surrounding the smaller

Just how it is to be done I do not know, but I am profoundly convinced that some keen manufacturer of goods having universal distribution may make a ten-strike by a form of dealers' service that will mean price quotations in country merchants' advertising. Perhaps a clause in the

[CONTINUED ON PAGE 44]

BRUCE BARTON

ROY S. DURSTINE

ALEX F. OSBORN

# Barton, Durstine & Osborn

INCORPORATED

An advertising agency of about one hundred and ninety people among whom are these account executives and department heads

Mary L. Alexander Joseph Alger John D. Anderson Kenneth Andrews J. A. Archbald, jr. R. P. Bagg W. R. Baker, jr. F. T. Baldwin Bruce Barton Robert Barton Carl Burger H. G. Canda A. D. Chiquoine, jr. Margaret Crane Thoreau Cronyn I. Davis Danforth Webster David C. L. Davis Rowland Davis Ernest Donohue B. C. Duffy Roy S. Durstine Harriet Elias George O. Everett G. G. Flory K. D. Frankenstein R. C. Gellert B. E. Giffen Geo. F. Gouge Gilson B. Gray E. Dorothy Greig Mabel P. Hanford

Chester E. Haring F. W. Hatch Boynton Hayward Roland Hintermeister P. M. Hollister F. G. Hubbard Matthew Hufnagel Gustave E. Hult S. P. Irvin Charles D. Kaiser R. N. King D. P. Kingston Wm. C. Magee Carolyn T. March Elmer Mason Frank J. McCullough Frank W. McGuirk Allyn B. McIntire Walter G. Miller Alex F. Osborn Leslie S. Pearl T. Arnold Rau Paul I. Senft Irene Smith I. Burton Stevens William M. Strong A. A. Trenchard Charles Wadsworth D. B. Wheeler George W. Winter C. S. Woolley J. H. Wright

Bp

NEW YORK 383 MADISON AVENUE

BOSTON
30 NEWBURY STREET

BUFFALO 220 DELAWARE AVENUE

Member American Association of Advertising Agencies Member Audit Bureau of Circulations Member National Outdoor Advertising Bureau

# Why Salesmen Fail

## By G. H. Cleveland

T seems to me that the easy first conclusion about the failure of salesmen is that many of those who fail are not salesmen. A city directory elassification as "salesman" doesn't prove anything. It is so easy to get a job as a salesman that it is no wonder that a lot of misfits are in evidence.

Why many men become salesmen is a mystery. Perhaps they have tried other work and haven't liked it. Possibly they think selling will pay them better than anything else. There are some who dislike the confining work and routine of office, store or factory. There are also brave spirits to whom selling is an adventure. All sales managers pray for and seldom get many of that kind.

Regardless of the reason, when a man decides he wants to be a salesman, he can nearly always get a job. Perhaps on straight commission, but a selling job nevertheless. Many of us do not demand very much from our salesmen to start with. We have decided in advance that they must make good in a hurry or be fired. A lot of hiring is done on this basis; but we won't start an argument now about the efficiency and economy of the

The demand for good salesmen being greater than the supply, there is nothing to do but to recognize the situation and make the most of the material at hand. This means finding ways to improve whatever sales ability men already have. Some men are naturally gifted and it is a simple task teaching them, but the rank and file need all the help we can give. When we hire a man as a salesman we concur in his opinion that he is one, so if he fails it is fairly certain that we are partly responsible, if only for employing him.

Sometimes we have hired salesmen because their past experience seemed to indicate that they would be successful with our line, only to find that these men were worse than green ones. No one had ever taught them some of the necessary fundamentals: responsibility, initiative, self-reliance, honesty. To them reports had to be made out to please man stays too long in one place or the boss. Orders were necessary to returns for Sunday too often. His



hold their jobs. Work was a necessary evil. Honesty consisted of anything that would get by.

From my own experience, I believe that city salesmen do not present the same problem that road men do, consequently many of my conclusions here are based on experiences with road men. Because the salesmanager has intimate daily contact with city salesmen they should be easier to control and less failures should result.

S a rule I prefer to employ married salesmen. It eliminates the woman problem. This isn't meant to imply that the majority of unmarried salesmen present this problem, but there are a sufficient number to make it a factor to be considered. Of course it is easier to send single men on long trips, but there are worse things than having a salesman like his home. I have never had a married salesman fail because he got the girl fever. The failure of some unmarried salesmen occurs just as if it had been scheduled in advance. The same four things always happen. The salesexpenses rise, his sales drop and his reports become irregular.

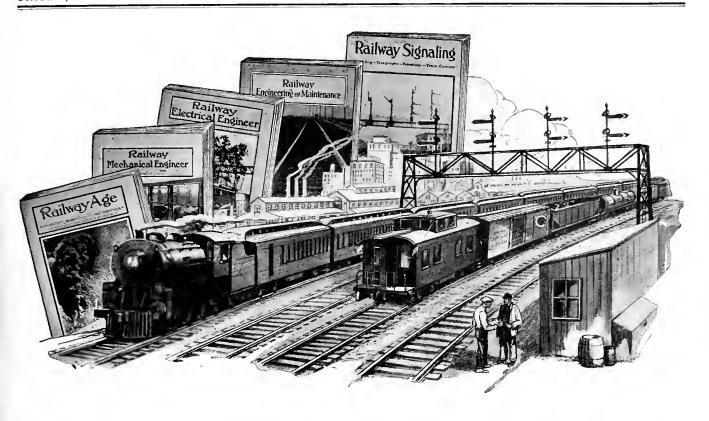
Some salesmen never realize that the only value of time is its use. These put in a full day, make a satisfactory number of ealls, but seldom get down to the real business of selling. They go from store to store "making friends" for the house, readily accepting any plausible excuse for not buying, and leave the dealer inspired with the final remark of, "Well, I'll see you next trip," Salesmen of this kind are usually hard to fire because they are pleasant fellows and sincerely believe they are accomplishing something.

The opposite type is the salesman who has "good" reasons for starting late and quitting early. A salesman may not be fond of worms, but it pays to be an early bird for other reasons. I put in a long distance telephone call one morning about ten o'clock, expecting the salesman to eall me back at noon when he returned to the hotel. Imagine my blood pressure when I found he had not left the hotel to start his day's toil. If there were no clocks, how would such salesmen know when to start work? They are afraid to start early because buyers will not talk to them and they quit working in the afternoon for exactly the same reason. "Let's call it a day" has lost many an order. It is hard to convince them that Saturday has possibilities.

I have known salesmen who were absolutely lost in making their approach. If the man they were trying to sell didn't give them an opening they couldn't get under way. I am not an advocate of rough openings but a salesman should at least have enough confidence to make him determined to start something. No man ever made any sales by talking to himself, and it does not do a salesman any good to think of a lot of brilliant sales arguments after he hits the sidewalk empty-handed. Perhaps they can be bolstered up by the thought that no great man was ever born great. I believe that confidence is one of the things that can be trained into men.

A variety of salesmen that we all know is the man who uses the wrong

[CONTINUED ON PAGE 87]



# The Steam Railways as a Profitable Market for Your Products

THE steam railways, next to agriculture, represent the largest industry in this country. Their expenditures for materials and equipment chargeable to both capital and operating accounts exceed, by a large margin, the two billion dollar mark annually. And the record earnings and traffic so far this year indicate a continuation if not an actual increase of purchases in the future.

The five departmental publications which comprise the "Railway Ser-

vice Unit," can aid you materially in reaching this important market. Each paper is devoted exclusively to the interests of one of the five branches of railway service, thus enabling you to reach the railway men who specify and influence the purchases of your products, directly, effectively and without waste.

Our research department will gladly cooperate with you in determining your railway market and the particular railway officers who influence the purchases of your products.

### Simmons-Boardman Publishing Co., 30 Church St., New York

"The House of Transportation"

Chicago: 608 S. Dearborn St. Cleveland: 6007 Euclid Ave. New Orleans, Mandeville, La. Washington: 17th and H Sts., N. W. San Francisco: 74 New Montgomery St. London: 34 Victoria St., S. W. 1

# The Railway Service Unit

Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer Railway Engineering and Maintenance, Railway Signaling

# Warehoused Goods Shielded Against Creditors

## By H. A. Haring

NE who wishes to read the laws of warehousing will find nothing in the law-book index under the heading "Warehousing" but he will find his references listed under "Warehouse Receipts." In all States the law of warehousing is the law of the warehouse receipt, that document being the contract between the warehouseman and the owner of the goods. The receipt serves two purposes: It is (1) evidence that the goods described have been deposited with the warehouseman; and (2) it contains the terms under which they have been so deposited and the conditions under which they will be released.

Like the Uniform Bill-of-Lading Act and the Negotiable Instruments Act, the Warehouse Receipts Act has been enacted on the basis of uniform wording in all of the States except four (Georgia, Kentucky, Hampshire and South Carolina), and, as a matter of fact, Kentucky should be stricken from this list of exceptions because the law of that State, while not of the uniform wording, is so in effect. The high values of the tobacco and whiskey stored there, and the heavy interests of the Federal government in those commodities, have almost compelled Kentucky to have strong laws for its warehouses. With the exception, therefore, of three States it may be presumed that the law is uniform so far as concerns the ordinary relations of manufacturer and warehouseman.

The law is quite strict in hedging the warehouseman as to what he may and may not insert in his receipt (or contract); it defines most exactly his responsibilities and his rights, particularly his liens on the goods for charges and advances. All these matters are, however, for the warehouseman to watch. So far as the manufacturer is concerned, the legal principles involved are rather simple.

First of these is an understanding of the warehouseman's duty to the owner of the goods,

The warehouseman is entrusted with the safe-keeping of the goods. Over them he does not, at any time, acquire title. His is always a trustee's relation. In the phraseology of the law, the warehouseman "bailee" for the goods—a bailee being one who receives personal property, in trust, for the purpose of performing some act in respect to it; the property being returned to the owner (or his order) after this act has been completed. The railroad is bailee for the goods it accepts for transportation, and in the same sense the warehouseman is bailee for what is placed in his warehouse for storage.

Having received the goods into store, the warehouseman's liability for their care is defined in this manner:

A warehouseman shall he liable for any loss or injury to the goods caused by the failure to exercise such care in regard to them as a reasonably careful owner of similar goods would exercise, but he shall not be liable, in the absence of an agreement to the contrary, for any loss or injury to the goods which could not have been avoided by the exercise of such care.

THE courts have held that if the L contract specifies that goods are to be stored in a particular building and the warehouseman violates this agreement by storing them in another building (thus cancelling the fire insurance), the warehouseman has made himself liable for the value in case the goods are destroyed by fire. It has also been adjudicated that the warehouseman is liable for goods damaged by flood in case his warehouse is so located that high water might reasonably be feared (or had occurred before). Two States (Arkansas and Texas) for storing such products as cotton and grain require the receipt to state the elevation of the warehouse floor above sea level, but, there as elsewhere, such unprecedented floods as came in 1913 absolve the warehouseman from liability.

The warehouse is oblined at all times to keep each lot of goods so far separate from the wares of other owners, and from other goods of the same owner for which a separate receipt is outstanding, as to permit complete identification and re-delivery of each lot.

In extreme cases of non-payment of charges, the warehouseman may sell the deposited goods for satisfaction of his lien, but this procedure is closely restricted by elaborate regulations about notifying all interested parties. The only other condition under which the goods may be removed from the warehouse without instructions from the owner is an emergency such as fire, or a similar disaster when removal is a measure of protection.

Thus to assume risk for the goods imposes on the warehouseman somewhat the same responsibility that the banker shoulders when he agrees to return the depositor's money. In this respect, warehousing and banking are very similar in nature, the one storing merchandise much as the other does money. Modern warehousing is possible, much as banking is, only in so far as the public has confidence in the warehouseman.

So essential is the element of integrity for the warehouseman that often the motto is seen on letterheads and in advertisements: "bankers of merchandise." This phrase, or its equivalent, calls attention to the responsibilities of the warehouseman. It signposts the risks he assumes for what is entrusted to his keeping.

YET the expression "bankers of merchandise" is not technically correct, for the reason that the legal relation of banker to depositor is quite unlike that of the warehouseman to the owner of goods, although outwardly quite similar. The banker and his depositor sustain a debtorcreditor relation to each other, while the warehouseman at no time acquires title to the goods. If the bank fails, the depositor is a general creditor; if the warehouse fails, the owner of goods in store is not involved in the least. He may send for his goods at will, with certainty

# A Page from The Christian Science Monitor.

THE CHHISTIAN SCIENCE MONITOR, BOSTON, TUESDAY, AUGUST 8, 1926

### Women's Enterprises, Fashions and Activities

#### The Newest Member of the Textile Family

We Point With Pride

to the group of National Advertisers whose advertisements appear on this page, reproduced from a recent issue of The Christian Science Monitor. Unusually keen reader interest in the advertising columns is one reason for the Monitor's steadily growing list of National Advertisers

LISH RESTORED

CURATY SAIL ASSESSED.

BE FINELL DESIRE Flow Marker and approximative of shorts or models from prints in gates in unascentistic or shorts or models from prints in gates in unascentistic process. The FINELL between furnitures and ergs.

Levelon functions and ergs.

Be the print of the prints of t

PINELS SINTEN ING.
603 North Collect Street Manphal Ma

Quickly and Easily

FINNELL





AVE you renewed your subscription to the Monitor? Prompt renewal insures your receiving every issue, and in a courtesy greatly appreciated by The Christian Science Publishing Society.

### Modern Dress Designs In Costume Plays



#### Running Water Costs Less thanitEarns!

% Fort Wayne Engineering & Mfg.Co. FORT WAYNE, INDIANA. ter Systems, Septic Tanks, Soft Water Generator.



#### Shellac, Ancient and Honorable





#### To Clean Glass Vases







Tonay, smoke and grime in the air indicate the need of Cleansing Cream for thor-ough skin cleansing, to keep the skin clear and fresh. This new Cream (made by Armand, maker of Face

This new Cream (made by Armand, maker of Face Powders of unusual excelence) is an entirely new kind East de Cologne—used for the first time in a Cream—gives—it pleasant fragrance and additional cleaning quality. It is to be used as a cleanser

Armand

Eau de Cologne

CLEANSING

only-to relate or repplement seep, according to your special aceds. It leaves the skin notely glowing and exquisively clean. Un it never the planting the seep diamong. Use it especially for runmer travel and motoring. You will notice a new clearness and freshness us your complexion—based on rweet deanliness.

In this part of and Son cleanliness.

In jury, 50c and \$1 co, ast leading atores. Free grand sample sent on ser ipt of secret seamp and coupen below with name and address. Write the Armand Company, Des Moioes.

The Christian Science-Monitor

An International Daily Newspaper

Advertising Offices in Boston, New York, London, Paris, Florence, Philadelphia, Chicago, Cleveland, Detroit, Kansas City, San Francisco, Los Angeles, Seattle, Púriland (Oregon)

of immediate delivery; or he may allow them to remain in store, with confidence that they will not be touched by receiver or assignee.

The warehouseman is ever bailee for the goods, holding them, without title, solely for performance of certain acts in behalf of the owner. Only in one respect is the warehouse a bank: both warehouse and bank agree to return to the owner the thing he has deposited. To this extent they are alike.

Even here a fundamental difference exists. The banker is liable for return of the deposit, but, pending a demand for that return, he may lend (that is, use) the deposit as though it were his own. The banker acquires title to the deposit. But the warehouseman is guarded by the law against just this practice: he is forbidden to use, lend, or permit to escape his possession the identical goods deposited with him.

The two differ, also, in the manner of returning the deposit. The warehouseman must return what is put into store, without change or substitution, whereas the bank is expected merely to return the equiva-

lent of the value of the deposit. The intention, in the case of the bank, is that during the period of storing the banker shall use the deposit without restraint. With the warehouseman the case is different. He has no privilege to use the goods in any manner whatsoever. He may not allow them to go from his control; may not himself take them outside the warehouse except to preserve them from disaster; and he must, in the end, return the original goods, not only with identity unchanged but with neither overcharges nor shortages.

ANKERS of merchandise, there-Dfore, as used by warehousemen, indicates their own conception of the high demands of integrity for their business, but the phrase does not express the true relations of warehouseman and owner.

The second principle of warehousing to be borne in mind is the difference between negotiable and nonnegotiable receipts. This difference is rather well connoted by the words themselves.

The goods represented by a nego-

tiable receipt will be delivered to the bearer of the receipt or his order, but only upon presentation of that document for cancellation; while with the non-negotiable receipt, delivery will be made to the owner or his order without reference to the whereabouts of the receipt itself. The negotiable receipt, as implied by its name, is a "negotiable symbol for the goods," possession of which is all important; the non-negotiable receipt is merely evidence of an ordinary contract to store.

With the negotiable receipt, right to possess the goods follows possession of the document. Delivery of the goods can be effected only by presentation of the document to the warehouseman for surrender (or for notation of a partial delivery).

The endorser of a negotiable warehouse receipt warrants only that the receipt is genuine, that he has legal right to it, and that he had no knowledge of impairment of value. He does not warrant (a) the reliability of the warehouseman; (b) performance by previous endorsers; (c) that the goods conform to the [CONTINUED ON PAGE 62]

# You Can't Keep the Outsider Out

## By Robert K. Leavitt

Secretary-Treasurer, Association of National Advertisers, Inc.

DVERTISING will never be a while, of being remarkably and unprofession in the same sense that law, medicine, architecture and engineering are. For, whereas the practitioner of those professions must pass through a long and arduous course of study to achieve competence, or even to secure the legal right to practise, in advertising the rank, untutored outsider occasionally achieves a striking success on no basis other than a sure instinct for the popular apneal.

And this is not strange. In the first place you cannot muzzle the man who has something to sell. solely on the grounds that he is unable to distinguish one type-face from another or does not know the difference between a half-tone and a line cut. You cannot disbar the owner of goods from advertising them according to his notions of effectiveness just because those notions do not happen to be yours.

And in the second place those ideas of his have a way, once in a self-respecting advertising man,

accountably right. The history of advertising is speckled with examples of terrible campaigns, offensive to the eye of every true advertising man, which have been tremendously successful.

For advertising is salesmanship, and salesmanship has this peculiarity -which it shares with vaudevilleacting, after-dinner speaking and best-seller writing—that occasionally a man is born with a peculiar gift for knowing how to please people, how to fascinate them, how to persuade them. You can train nine hundred and ninety-nine men to be good salesmen, but the thousandth will be a phenomenally successful business-getter without anything else but his own sure, unerring instinct for meeting the mind of the prospect. We can and do train advertising men, but we shall always have with us the poor, ignorant, untutored, ridiculous outsider whose copy, the laughing stock of every

strikes the heart-strings and loosens the purse-strings of the buying pub-The percentage of advertising success is overwhelmingly on the side of properly trained men. Brilliant as is the showing of an occasional instinctive advertiser, it is more so in contrast with the cloud of failures attending thousands of unskilled attempts. There can be no doubt that advertising is the better for its tendency to demand technical competence on the part of its practitioners.

But when we talk of advertising as a profession, let us not fool ourselves that there will ever come a time when none but the elect may practise its mysteries. Let us not deny the occasional success of the outsider. Let us not forget that even the most competent technician in the business can well afford to cultivate that instinct for catching the popular imagination which is so important to vaudeville actors, salesmen and—advertising men.



"Strathmore Says Stop!"—and so do the advertisements of Strathmore Papers.

The problem was to express the fact that the use of Strathmore Papers assures attention for direct mail.

The solution was an Interrupting Idea in art and copy.

This series, now appearing in the Saturday Evening Post, was prepared for the Strathmore Paper Company by the Federal Advertising Agency, Inc., 6 East 39th Street, New York.

# Publishers and False Advertising

## By William E. Humphrey

Federal Trade Commission

UBLISHING, like every other business, has its crooks and seavengers, and these disreputable publications are the most powerful instruments for unfair practices and fraud that we have to combat in the conduct of the nation's business. Prevent the publishing of false and misleading advertisements, and you will strike the most vital blow that can be given to that class of fakers and crooks that plunder the pub-

The people of this country are annually robbed of hundreds of millions of dollars through these fake advertisements, most of which are plainly false and known to be so by those who take money for their publication. All of them prey upon the weak and the unfortunate,

the ignorant and the credulous. There is no viler class of criminal known among men than this. And what of the publisher that, for hire, publishes these false advertisements, knowing them to be false? He is equally guilty with the principal. He shares in the ill-gotten gains. He acts from the same motive. If in any degree he differs from the principal, it must be one degree lower, for his chances of punishment are less and his responsibilities greater.

Fortunately for the public the number of publications that join hands with these criminals and become one in common with them are few. The newspaper columns of the country are most commendably free from such advertisements. Most of the magazines exercise great care in the selection of their advertisements, and deserve great credit for having done more than perhaps any other agency in bringing about truth in advertising. Such newspapers and magazines, so far as I know, have purged their columns of advertising referred to, voluntarily, inspired only by the highest motives and without any pressure from public authorities. There still remains, unfortunately, a small percentage of publications

### Editor's Note

THE accompanying article consists of por-L tions of an address recently delivered before the National Petroleum Association at Atlantic City, N. J. In it Commissioner Humphrey attacks the practice of fraudulent advertising and stresses the responsibility of the publisher who knowingly accepts insertions of this nature. Commenting editorially, we are constrained to call attention to the fact that the Commissioner has neglected to give what we consider due credit to the Better Business Bureaus, local and national, and to various other organizations which have already done highly constructive work along this line. However, to all intents and purposes this address is in the nature of a declaration of war by the Federal Trade Commission against an abuse of long standing, deplored by ourselves in common with all respectable business practitioners. As such we commend it and urge it upon the attention of our readers

whose number in the aggregate is great, that will publish any advertisement for money, regardless of truth, honesty or decency. Against those publications, I have persuaded the Federal Trade Commission to commence a war, that, if I have my way about it, will be a war of extermination.

T is not the cases where the pub-Llisher uses reasonable care and acts in good faith that do the harm, or that we are concerned about. Again, as has already been stated, it is only the few disreputable exceptions that publish the character of advertisement to which I have referred. The vast majority of publications in the country find no difficulty, not only in obeying the law, but keeping out even those advertisements that are questionable. The faith of the public in the publisher is a large part of the value of his advertisements. Rightly or wrongly, the public assumes that the publisher has knowledge of the advertiser whom he commends to public confidence and patronage. On that assumption the public pays its money and often commits to advertisers things more vital than money. To exercise such power over

one's fellows is an extraordinary privilege. It carries with it extraordinary duties and responsibilities. It is only proposed to require the publisher to be what the reading public believes him to be. This is the inevitable measure of his moral responsibility to the public, and the Federal Trade Commission seeks to apply such moral standards to his business relations and practices. public faith in the publisher which he sells to advertisers he should vindicate and justify to his patrons.

I can produce today, magazines that in a single issue carry not less than fifty of the vile, dishonest and indecent advertisements of the character to which I refer. I do not refer to advertisements that may be in the twilight zone or near the bor-

der line, but only to those that are brazenly and shamelessly fraudulent. The sum of money gathered in by this class of crooks is astoundingly great. While no method is known by which this amount can be measured with any degree of accuracy, yet I am satisfied from what investigation I have made that the sum of it is more than \$500,000,000 each year. And this vast amount largely comes from the poorer class.

How can this gigantic evil be reached? The efforts of the Federal Trade Commission so far have not brought encouraging results. have tried to reach the originators of these schemes. We have accomplished something, but comparatively little. They are usually fleet and cunning crooks that engage in this business. When located, they fold their tents and silently vanish, to commence business again in some new locality, under some new name. For this reason, among others, we have found proceedings against them have not accomplished what we hoped.

Is there no way that this vast army of crooks can be reached? I have given this matter considerable study during the past year and I

[CONTINUED ON PAGE 51]



# "You Advertising Men Are Wonderful Liars!"

### By Maxwell Droke

"HAT'S your line? . . . . Advertising, eh? . . . Great game, advertising; made big strides these last few years. . . . But my gosh, you advertising men are wonderful liars!"

Doesn't that have a familiar ring? If you haven't heard a strikingly similar comment in a hotel lobby or the smoking compartment of a Pullman car, you are, I fear, a singularly unsocial being.

Perhaps you have even gone as far as to argue the point with your casual acquaintance — but without making any appreciable progress. For we might as well admit, just between ourselves, that there is a considerable store of circumstantial evidence that can be brought up against us.

But wait a minute. Retain your coat and your calm disposition, and let's sit down and talk this thing over.

Mind you. I'm not contending that our copywriters are purposely apeing Ananias. The percentage of deliberately deceptive copy is amazingly small. We all know that. And we're justly proud of the fact. But just the same, the advertisement that really rings true is a rarity.

We have brought advertising art to a point where our illustrations often are the envy of the editorial page. We have gone far in the mastery of effective layout and typography. But here's a sad fact that sticks like a flea to a fleece: Too often we take our copy text from the Barnum & Bailey billboards!

Mild mannered copy men, who shrink from the spotlight and pale at the thought of personal publicity, take their typewriters in hand to sing the praises of Somebody's succetash or soup-strainers. Straightway they throw overboard all inhibitions and give full play to pent up feelings. They pile superlative on top hyperbole, and season the concoction with a handful of exclamation points and shrill cries of "llark and hear the Eagle scream!" And Gentle Reader passes unhesitatingly on with the mental comment,

"Oh, that's just an advertisement."

"Just an advertisement" — and therefore to be taken with the usual grain of chloride of sodium. That, it strikes me, is a rather serious indictment of our cherished creations.

I have used some strong language here; indulged in some statements that may rouse a whirlwind of hisses, an avalanche of anathemas. That often is the case in dealing with distressing but readily provable facts.

At this point I invite you to pick up any general publication that may be within easy reach. Let's read—really read—a few of the advertisements, and see if perchance we can find some grounds to substantiate my claims.

"The — Car wins the world!" Isn't that a claim that rather savors of the sign-board? Another: "The world's fastest selling high-powered car." And this: ". . . sweeping to leadership . . . with a speed unequalled by any new car." "Outstanding beauty—superior performance" is the assertion of a well-known manufacturer.

In a single advertisement one automobile maker claims "Better performance — smoother riding — greater durability—lower upkeep and less depreciation." A few pages further in the magazine, a rival headline "Greater Endurance — Greater Power—Greater Performance." No doubt the copywriter's failure to chronicle the other virtues was merely an oversight.

We find a tire manufacturer implying "the highest standards in the industry." Another, if we are to credit his boast, makes "the finest tires in America." And on the very next page still another manufacturer assures us "longer wear and greater riding comfort."

But the manufacturers of automotive equipment are by no means the only offenders. A maker of food products tells us that his materials are "from the finest fields and gardens in America." Another insists that his are "the best that money can buy." The same statement, by

the way, is used, practically word for word, by three other manufacturers in as many different lines. A paint manufacturer refers to "the unequalled . . . standard of excellence."

Now mind you, I don't for a minute contend that any one of these claims is deliberately false or misleading. I believe they were set down in absolute sincerity. It is only natural for each manufacturer to feel that he has the best product for the money. But the time has come when he must do something more than stand in the middle of the road and shout, "My mouse-traps are matchless!" In these keenly competitive times we need less bill-board boasting and more constructive merchandising copy.

The toilet article field is a place where exaggeration has long run rampant. Perhaps you have seriously wondered if some manufacturer would not reap rich rewards in the form of increased believability by deliberately "leaning backward"—writing uncommonly frank, modest, sensible copy.

AND this brings up an interesting story. A year or so ago a manufacturer of a high-grade line found himself in quite a predicament. Rivals were making absurd and preposterous claims as to the merits of a general beauty method which this manufacturer featured. Instead of following suit and trying to outdo competition in boasting, the manufacturer made a radical change in his copy appeal. In a letter accompanying his samples he said, in effect: "Now let us be perfectly frank with you. The Blank Method will not make over your complexion in the space of a few clock-ticks. It is going to take a little time, and just a little effort on your part to assure complete success. . . ." The result was that women sensed the real sincerity of the message. They went about the treatment in carnest and, instead of becoming discouraged after two or three applications, they were prepared to

[CONTINUED ON PAGE 48]

A THIRD of a century ago many farmers sneered at "book farming," and not without reason. Theory too often took the place of experiment and practical experience. Farm folks are still chary of untried theory. But they are keen to adopt methods that have been proved on other farms.

# "That Sounds Practical; —I Can Do That!"

Proved on other farms! That's why Capper's Farmer is the most powerful farm influence on the farms of the Midwest and Southwest. It "sounds practical." It is practical because it is made by practical farmers for practical farmers.

# Capper's Farmer

- —50% of its contents comes from actual farmers who write in farm language of their successes and failures.
- —20% of its articles comes from county agents and home demonstration agents.
- -42% of its contents comes by staff writers who visit average farms and write first hand stories of what is doing.
- ——O% comes from free lance hack writers.

It is this intimate relation with the individual farmer that makes Capper's Farmer the power it is in the territory it covers as does no other farm monthly. It's their paper.

Published at Topeka, Kansas by Arthur Capper 815,000

Subscribers

M. L. Crowther, Adv. Mgr. 120 W. 42nd St., New York

# The 8pt. Page Odds Bodkins

LITTLE town where I was visiting this summer was all agog over the coming revival of "Uncle Tom's Cabin." With a friend I dropped in for a few moments to watch rehearsal. The scene happened to be Little Eva's death. I admired the professional way in which the very little girl playing the part went through her difficult "business." But the director was not quite satisfied. "A little faster, dear," he prompted. "You're doing it beautifully-but they won't wait for us, you sec."

Would that every copy-writer could have a director like that standing at his elbow, speeding up his tempo! So many there are who write copy "beautifully." But by the time they are through introducing their subject and are down to brass tacks, the public is no longer with them. The page has been turned . . . "They won't wait for us, you see.'

A reader writes to call my attention to the mis-spelling of "exhileration" on this page in a recent issue. He and Noah Webster seem to agree that it should be spelled "exhilaration."

Well, I still prefer the look of the word spelled my way, though I suppose I shall prove just conservative enough to fall in with the orthodox spelling. Provided my secretary can remember about the "a." She failing me (as I reluctantly confess that she sometimes does), I shall have to depend on that much booted individual referred to in the recent brochure issued by Richard Walsh-Cleland Austin-Trell Yocum-Guy Holt's new John Day Company, as the "learned corrector of the press.

#### -8-pt -

The Yellow Taxicab Company of Canton, Ohio, is in advertising revolt against the florists! Leastwise I noticed this morning on one of its ears a sign reading, "Say it with brakes and save the flowers!"

#### — 8-pt =

How can I hope to hold the interest of the readers of this page, with this intriguing new Chicago Tribune "From the Tower" page at the back of the book competing with my humble efforts? It was bad enough when Jamoc edged in with his E. O. W. department, without having to go up against the talent available to the McCormick millions! I must bestir myself. Mayhap a new ink-pot would serve me with better thoughts.

At all events, I send greeting by the

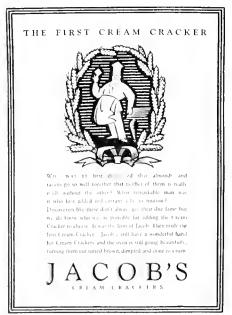
copy hound who stands without my door to the editor in his Tower.

Speaking of ink-pots calls to my mind a paragraph from a letter which Dana Ferrin handed me last evening, knowing of my early print-shop training and my love for the smell of printers' ink:

"As a very small boy I grew up in a printing office where there was always a black pot of roller composition. My father told this story of a rival editorthat he fell into the press and knocked a hole in his head, so that his brains ran out. The printers were in despair, until one of them thoughtfully picked up the black pot and poured the roller composition into the cavity. The editor recovered, and did his work fully as well as before. Only, on certain hot days of summer, when the roller composition grew hot and spluttered, the editorials were subject to aberrations not explainable to one who was not in on the secret!"

#### —8-pt—

Whenever I feel myself growing smug over the progress of advertising in America, I realize that another English mail must be due. For the English mail always brings something in the way of an advertisement that humbles me. For example:



And speaking of the English mail reminds me-why do I not receive occa-



Are there not, in Paris, say, good friends who might furnish interesting bits of French sparkle that would add interest to this page?

#### -8-pt-

Much has been written on the subject of candor in salesmanship, but it remained for young Gifford Pinchot, Jr., to supply the classic "case."

Frederick Collins relates in his book, "Our American Kings," that when the lad's father was running for Governor of Pennsylvania, "Giffy" sisted on writing a speech giving the reasons why the elder Pinchot should be elected, and this is what he wrote:

"My father ought to be elected because he will make a good ruler and besides we will get low numbers on our automobile and go through the traffic cons.'

#### -8-pt-

There is advertising and there is focused advertising. I took occasion recently to commend an Alexander Hamilton Institute advertisement focused on "a married man with two children." Now my hat is off to an Oakland-Pontiac newspaper advertisement run recently by H. L. Shatton, Inc., New York distributors. The heading read:

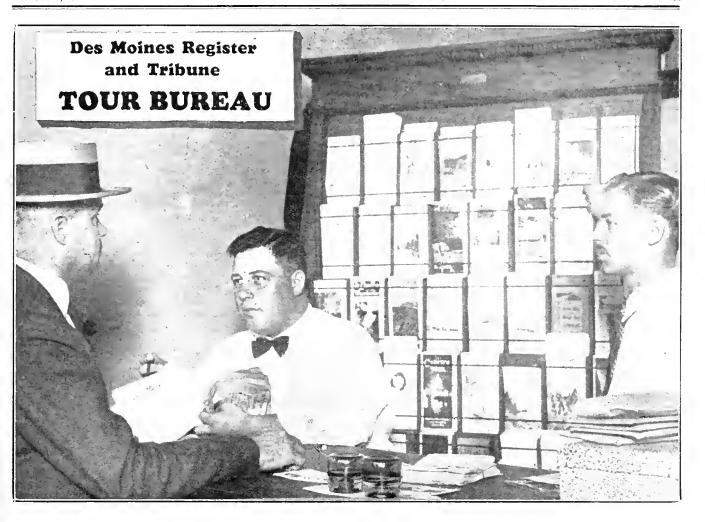
We have designated the week of September 4th to 11th as FOUR CYLINDER TRADE-IN WEEK

"Drive a four in, drive your Pontiac Six out," continued the advertisement. Is this not calculated to attract more attention than a more general appeal?

#### -8-pt-

I see by the papers that Sir Denison Ross, the eminent surgeon and scientist, declares, "There is practically no limit to the amount of knowledge or learning that the human brain can store up without injury."

It depends upon what Sir Denison means by "without injury." I have a suspicion that too much book knowledge can utterly destroy a man's ability to think originally. I seriously doubt if Henry Ford would have attained his success had his mind been full of "book learning." It takes rather elemental thinking to form new mental conceptions, to see things as they are and vissional letters from readers on the Con- ualize them as they should or might be.



# We helped 7,931 Iowans Plan Their Summer Vacation Trips

Wherever you travel—Europe, California, Florida, Atlantic City, or Yellowstone—you will meet people from Iowa. This summer a party of over four hundred persons, organized in Shenandoah, an Iowa town of 5,000, chartered an ocean liner for their vacation trip to Europe.

The average Iowan is in comfortable circumstances and enjoys traveling. When he contemplates a trip the first thing he will do is to get in touch with the Travel Bureau of The Des Moines Register and Tribune. This bureau during the past summer season helped 7,931 Iowans plan their vacations. It serves Iowans who live outside Des Moines just as promptly and efficiently as it does local inquirers. It is the only travel bureau in Iowa.

Communities, railroads and steamship lines find The Des Moines Register and Tribune ranking near the top of their lists in low cost per inquiry. Advertising in The Des Moines Register and Tribune goes into every third home in the state of Iowa. And they're the preferred homes.

In the first eight months of 1926 The Des Moines Register and Tribune carried 121 per cent more travel and resort advertising, evening and Sunday, then the other Des Moines newspaper.

# Des Moines Register and Tribune

180,000 DAILY-150,000 SUNDAY

# How to Help the Country Store to Better Its Advertising

[CONTINUED FROM PAGE 30]

tranchise by which an agency is conveyed may be the entering wedge, though I would try first to tie the idea with dealer helps, particularly advertising plates.

More and more country merchants like to illustrate their advertising, and this fact may offer a partial antidote for their indisposition to be specific in copy.

OWADAYS almost every small-town newspaper provides its advertisers with cut service of a kind. Several syndicates furnish engravings in exchange for space, and the plate houses sell rather good cuts for low prices.

Yet there is nearly always demand for more and better illustrations than are available in the average country print-shop. The cut services available to daily newspapers cost more than the weekly or semi-weekly publisher can afford to pay.

Most of the illustrative material, furnished by manufacturers, that finds its way to the country town store, is lacking in a practical way. It may call for too much space, or come in the forms of plate difficult to handle with restricted mechanical facilities, or be unsatisfactory for any of a dozen other reasons.

Apparently the greater part of the big advertising agencies have a limited idea of the conditions that surround the printing of a small-town newspaper. That the heads of many of them came up from just such plants seems to make no difference. The young men in their production and forwarding departments evidently labor under the impression that Podunk Center and New York are as like as two peas in matters of matrices, engravings, and so on.

The average agency does little business with the small-town papers, which perhaps is excuse enough for its failure to furnish even the customers of its clients with cuts they can use. And presumably the advertiser jumps on the agency when any considerable expense is incurred on account of illustrations for the country trade. The way is open for some manufacturer to make a big hit by going into the thing thoroughly, insisting on service from his agency.

Little help can be expected from the small-town publishers. Their duties are too heavy and varied to permit them to render service comparable in character to that the agencies obtain from the merchandising departments of the dailies. In fact, they even fail to answer correspondence about the national advertising that might make a substan-

tial source of income for the country papers. This helps to make the advertising agency reluctant to undertake cultivation of the country field.

Small-town merchants doubtless are just as uncommunicative when approached by manufacturers in matters relating to advertising service. Most of them will explain that they don't answer letters on the subject because they know in advance that any helps they may be offered will lack in some important essential. One of their pet objections to the cut services and dealer helps of manufacturers is their failure to recognize climatic and other local conditions which are of supreme importance in country trade.

"Just look at this junk," exclaimed a wide-awake Florida merchant to me a few weeks ago. "Howin'ell can I make use of newspaper cuts or store cards that are filled with snow and ice and illustrate articles that my customers never buy unless they are called back north to bury some relative. The so-called summer stuff they send me comes along in August or September, and is all shot with the earmarks of vacation time at the mountain resorts. Its use would make folks laugh at me."

THE automobile manufacturers are among the few modern merchandisers who appear to appreciate sufficiently the possibilities of country newspaper advertising to have seriously endeavored to solve its mechanical and art problems. Some few of them still allow their agencies to adhere to the sending of mats to small-town papers, and the indiscriminate use of illustrations which are filled with season or localized characteristics. Mostly, however, the motor-car advertising reaches the country publisher in such form as to make it welcome to him and popular with dealers.

Cuts are mounted, or come ready for use on the patent base that is found in most country printing plants. Mortises for insertion of dealers' names are big enough to permit the job to be handled without trouble. Generally the designs are such that the plates come in two pieces, between which the names are added. Several of the larger agencies handling automobile accounts have cuts shipped from centrally located plate-making plants in various sections. This avoids the long delays incident to transmission of parcel post packages for long distances, which force correspondence about missed in-

Propagandists and press agents have also learned that the way to the country publisher's heart is through cuts that he can use. Their material nearly always comes in the form of the plate that he has least trouble with, and from a distributor located not far away whom he regards favorably. While not nearly so large a percentage of this space-grabbing stuff is now used as was a few years ago, enough of it appears to enable the propaganda artists to keep their clients satisfied; and no small part of their success is due to the way in which they cater to the convenience of small-town printers and publishers.

If I were attempting to devise a cut service that country merchants would—and country newspapers could—use, I think I should first make up my mind to be satisfied with a comparatively small amount of art.

By lessening the emphasis of the art features of the illustrations, there would be fewer scenes out of season or character. Also the cost of drawings could be cut somewhat, partially making up for the expense of plates in the right form.

As a matter of fact, I believe it would be well to confine the art work, for the most part, to a few striking black and white designs of the goods to be advertised, which could be used in a variety of sizes by different reductions in making the cuts.

A combination of trade-mark cuts, with hand-lettered descriptions of the goods, might also be a good thing, provided the text were kept brief and the wording made such as to practically require addition of prices before the plates could be used.

ERTAINLY, I should not undertake to make my advertisements complete in themselves; of the kind that require only the addition of the dealer's name and address to be finished productions. Even country merchants dislike them.

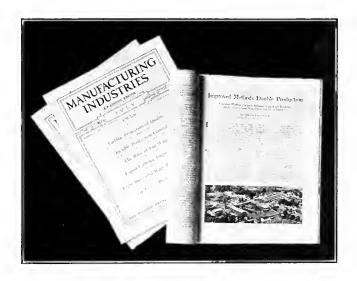
Copy of this type calls for more space, usually, than a dealer feels like giving to any particular line of goods he may handle. It does not permit a use of slogans and terms which the public has come to expect in the advertisements of any wide-awake store, however small.

Frankly, I don't blame the local merchant in the small town for his disinclination toward this form of "readymade" copy. Its use makes him appear as an agent of the manufacturer rather than a storekeeper handling the latter's goods. Unconsciously, customers note the distinction.

Individuality is a big asset with the

Each Subscriber to MANUFACTURING INDUSTRIES stands for a well established plant with proved purchasing power

# MANUFACTURING INDUSTRIES



15 East 26th St., New York, N. Y.

RUTLEDGE BERMINGHAM
Advertising Manager

Publication of The Ronald Press Company

Member A.B.C.—A.B.P.



# Buying direct advertising as an investment

Advertising-direct or any other kind-cannot consistently be a paying investment if handled by playing hunches. It must be planned and executed in a businesslike way in logical relation to sales activity.

Its every expenditure must be judged by weighing the work to be done against the cost of doing it.

The Direct Advertising Budget is a text book on this method of management as a guarantee to effectiveness. It applies to direct advertising the same sort of practical budget system as already controls production, selling and national advertising, in all well regulated establishments.

The price is one dollar. But to executives who are determined to put their direct advertising upon a profitable basis, a copy will be gladly sent free upon request

EVANS-WINTER-HEBB Inc. Detroit 822 Hancock Avenue West



The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite modium, for the preparation and production of which it has within itself both personnel and complete facilities: Marketing Analysis - Plan - Copy - Art - Engraving - Letterpress and Offset Printing - Binding - Mailing

small-town storekeeper; his success in large measure depends upon his capacity for developing it. Advertising that features the goods as such instead of as a service that his store supplies is destructive to that individuality.

destructive to that individuality.

"Blocks" of plate, that can be included in larger and more general advertisements, are the form which I am convinced that a ready-made copy and cut service must take in order to assure for it the widest possible use by the merchants and the newspapers in country towns.

In these "blocks" there is no reason why there should not be black and white cuts of the goods and even, on occasion, pictures suggesting uses. In the smaller sizes, likely to be most popular, it would be better to keep pretty closely to trade marks and name plates.

I should make all my "blocks" double column or wider. The single column form means small type and vexations in handling the plates that will lessen their use. Two inches double ought to be the minimum size, and in that space only a very, very little wording dare be utilized.

Four inches double would prove to be a favorite size in most cases, though it would be well to include in the schedule some six inch doubles and now and then perhaps a four inch triple, to afford material for the merchant when he goes to make up half-page or full-page copy.

In the mechanics of the plate-making, I should follow very closely the practices of the automobile manufacturers and their agents in having the country newspapers supplied cuts in mounted form or of the kind that can be mounted in a jiffy on the patent base generally carried by progressive country papers.

When it came to the matter of getting the merchants to agree to use the service, I'd be up a tree, figuratively speaking. Letters to them, inclosing proofs and return post-cards that must be signed before the cuts would go forward, might be answered if the stuff happened to be superlatively good—but I doubt it.

I know full well that if I depended upon communications to the country newspapers to assure distribution of the proofs among merchants who carried the goods advertised, and use of the cuts by them, I would be sorely disappointed. My off-hand "hunch" would be to send the cuts outright to every dealer whom I could establish as a continuous buyer of the line.

Might there not be found a point of personal contact through the wholesale houses? The small-town merchant makes events of his three or four buying trips of the year, that take him to one or more of the larger cities from which he draws supplies. Could the manufacturers afford to locate a service man in each of a number of these cities, who would be charged with the duty of meeting the country dealers and "selling" them on the advertising helps available for their use?

[N. B. This advertisement is one of a series appearing as a full page in The Enquirer ]



# Mr. Cincinnati Radio Fan .... the morning after

THE morning after each great battle with the ether, Mr. Cincinnati Radio Fan is as jubilant as a two-year-old. He'll "tell the world" about the stations he logged—and those that got away from him?—well, that's another story.

But eventually he'll get those stations, too. He'll bring them in like a ton of brick—if he has to try every receiving set on the market.

And he'll make good his boast. Anything that promises to help him out through interference, or minimize static, or bring in distance—he wants and is going to have, because he has the money to spend for it! Last year, his total bill for radio receiving sets and parts amounted to more than \$4,500,000!

Naturally, Mr. Cincinnati Radio Fan is pleased with the way in which his favorite

newspaper has kept abreast of his hobby. Every morning the latest radio news in The Enquirer adds zest to the post-mortem discussion of last evening's experiences. The advance notices of tonight's programs are eagerly consulted and—what's this? A radio advertisement with a new idea . . . !

It's live interest such as this that greets the announcements of manufacturers and merchants of radio sets and parts in the columns of The Enquirer. Most of these manufacturers and merchants are aware of this fact and have taken advantage of it, too, for The Enquirer's radio lineage has always led in the Cincinnati field.

Why not, Mr. Advertiser, profit from their experience and offer your merchandise through the medium that Mr. Cincinnati Radio Fan claims as his own—The Enquirer?

I. A. KLEIN

New York

Chicago

## THE CINCINNATI

"Goes to the home,



R. J. BIDWELL CO.
San Francisco Los Angeles

### ENQUIRER

stays in the home"



# s e e d s

DUSK—and the sky is littered with dark darting forms, some on their way south, some to linger a few weeks before they leave us. Fragile, feathered balls—when other creatures disappeared before man, the chimney swifts adopted man's own creation, the chimney, as a still further protection of their future, their nests.

We see many an old business disappearing before the rush of Today. But we also see many an old business, by the adoption of today's methods, making its present and its future more profitable and more secure than its yesterdays.

Advertising, a menace when a weapon against you, properly used is the safeguard of the future. But each detail must be economical, effective — particularly your photo engravings.

### Gatchel & Manning, INC.

C. A. Stinson, President

## Photo Engravers

West Washington Square 00 230 South 7th St.

PHILADELPHIA

### "You Advertising Men Are Wonderful Liars"!

[CONTINUED FROM PAGE 40]

stick it out with this line if it took all summer. In the final check-up this copy appeal proved to be fundamentally sound.

And perhaps right here is a good place to stick in a few words anent the promiscuous use of the "prominent person" testimonial. No one has any complaint to make concerning the legitimate or common sense use of such indorsements. But when we observe a Broadway actor putting his O.K. on Simpkin's shoe laces, insisting that he can't be happy without them; or a dainty movie star singing the praises of a soap that smells to high Heaven, it, to borrow a phrase from the after-dinner speaker, "gives us pause."

I FOR one go on record with the belief that such shindigs go a long way to weaken Gentle Reader's belief in and respect for advertising.

But it is not alone in the public prints that the disciples of Barnum & Bailey strut their stuff. Probably there is not a merchant of any consequence in the country who does not receive his daily quota of asinine mail examples.

Who among ns fails to recognize such boasts as these: "Thousands of customers are cashing in on this wonderful new line!" "Here is a line that will doubte the profits in your shoe department almost overnight!" "You can do what hundreds of others are doing every day!" "Just put the goods on your counter, and pocket the profits. The Blank line sells itself without effort on your part." "This tremendous national advertising compaign will send customers flocking to your store!"

Bunk!

Any merchant who has been in business upward of a week knows that goods do not sell themselves; that profits are not doubled overnight, and that even the most powerful national advertising campaign will not send customers flocking to a store.

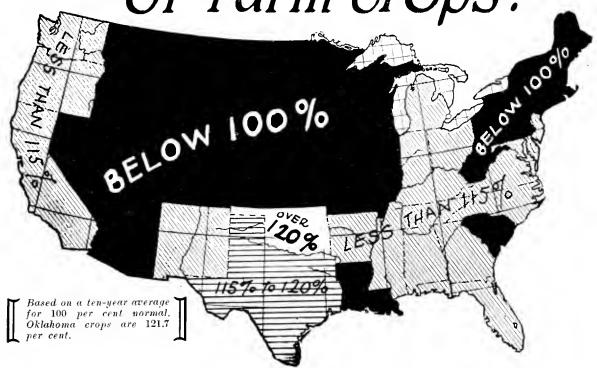
Here again the writer doesn't deliberately falsify. He doesn't honestly expect his wild claims to be taken seriously. Pin him down to a point and he will blandly explain, "Oh, that's just pep stuff, you know; something to ginger up the trade."

But if these statements are beyond reasonable belief, what in the name of common sense is to be gained by setting them down on paper?

I am just conservative enough to make a motion that we should put ourselves past the point where "to exaggerate" can be given as one of the definitions of advertising.

Do I hear a second?

# OKLAHOMA is leading the entire U.S.in condition of farm crops!



ERE is proof that the big Oklahoma farm market is your best territory for increased profits! Oklahoma is the only state in the Union averaging more than 120 per cent in condition of farm crops, according to figures compiled by the U. S. Dept. of Agriculture. The crops of this rich farm market are 23 per cent better than the average for the entire nation. Oklahoma farmers have produced the greatest wheat crop in the history of this state; their

corn crop this year will be three times as great as it was in 1925; cotton is forecast to equal the record made last year . . . every major crop is bringing tremendous new wealth to Oklahoma. An unlimited market exists in this farm territory for every conceivable device and comfort. Now is the time to go after business in Oklahoma! Advertise your product to all of Oklahoma's farmers through their only farm paper, the Oklahoma Farmer-Stockman.

Carl Williams Editor

# Oklahoma City

Ralph Miller adv. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY

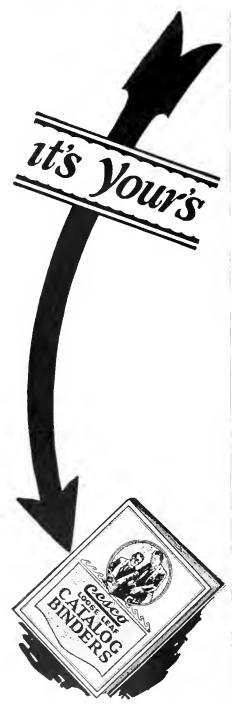
NEW YORK

CHICAGO

KANSAS CITY

ATLANTA

SAN FRANCISCO



THIS is a 24-page book illustrating a variety of types and grades of Binders for Loose Leaf Catalogs. It offers suggestions and ideas for the Advertising Man, also the manufacturer making and selling all types of merchandise. It shows suitable binders for Dealers' Catalogs, Salesmen's Catalogs, Customers' Catalogs, Special Surveys or Prestige Literature.

Write for it TODAY!

THE C. E. SHEPPARD CO. 273 VAN ALST AVENUE LONG ISLAND CITY, N. Y.

# Selling the Farm in Winter

CONTINUED FROM PAGE 22]

even to the ordinary sorts of travel.

The men get out, of course. The milk is brought to market. Coffee gets to the farm. But there is lacking, because it is impossible, all that freedom of going and coming which forms the romantic background of a city man's picture of country life.

ITH a humorous twist, we have come to a picture of loitering men who "bask their shins against the roundbellied stove," but this applies to men of the rural village, not to the men of the farm. The men on farms are housebound during the winter. The monotony of feeding the live stock and keeping the pump from freezing is broken only by the pains of indigestion, the fruits of eating too much of the richly cooked food upon which their wives lavish the endless hours of nothingness from dawn to dark.

Do not, however, think of farm isolation, in winter, as a handicap of South Dakota or Kansas or Texas alone. It exists there, but Ohio and New York have identical conditions.

Within eighty miles of New York City, with the regularity of winter itself, farm areas are isolated by the alternating snow and mud for weeks and months at a time. What is stated for the metropolis is also true of the whole of the Empire State, of New England-in short, of all the Northern States. Nor is the warmer South exempt from winter isolation, as anyone will know who has tried to drive off the main thoroughfare for a hundred yards en route to Florida. Mud, kept ever to a putty consistency by winter rains, holds farm people to the farm. Should a freeze come, the rigid ruts are even more impassable. When the "frost comes out of the ground" country roads are in the worst state of all the year, "for," in the words of a Virginia road commissioner, "then even the bottom runs soft."

Farms that front on main highways escape much of this discomfort; not, however, altogether. Even in the main arterial highway of such a State as New York, the highway along the Mohawk from Albany to Buffalo, snows blockade stretches of ten to twenty miles for periods of six to eight unbroken weeks; while more serious blockades occur on other principal

The main routes, with their paved surfaces, form but a small portion of the roads over which farms look to the outside world.

Ask any farm real estate agent. Without variation you will learn that "whenever a farmer sells his farm, he wants to buy along the paved roads." The principal need of the farm is adequate and convenient transportation. The underlying reason for the city-

ward movement of population is that the city nullifies weather, "and bad weather," quoting a county farm agent of Iowa, "is where the farmer gets dissatisfied."

Bad weather it is that isolates the farm. The city, accordingly, by coping with the weather, kills the isolation of farm life.

There is neither poetry nor romance to farm life during the five months that roads are bad.

How does winter isolation affect selling to the farm?

Visualize the monotony of being shut in for three weeks at a stretch and the

solution will suggest itself.

"The mail-order house," was the enlightening luncheon comment of a Minneapolis manager of one of those institutions, "is the biggest bad-weather salesman in America." He then proceeded to expound this theme, recalling to mind how greatly retail selling is hampered by forbidding weather, and spreading a vision of the storm-bound farmer's wife poring over the pages of the mail-order catalog. "There are many reasons," continued he, "for mailorder success, but not the least of them is that our bright pages allure them in those long weeks when mud shuts off the local merchant."

Far up in Alberta, where winter covers seven-twelfths of the year rather than five, a radio dealer in a place so tiny that even the commercial maps do not always print its name, sold forty radio sets last winter for a total of \$10,800, "every one of them to a farm, because another retailer had exclusive license to sell in town.' The dealer's gross profit was \$4,320. "I did most of it on runners," he explains, "and often did not get home nights because the roads were too

THIS man is an experienced farm salesman. Of the opportunity he has this to say:

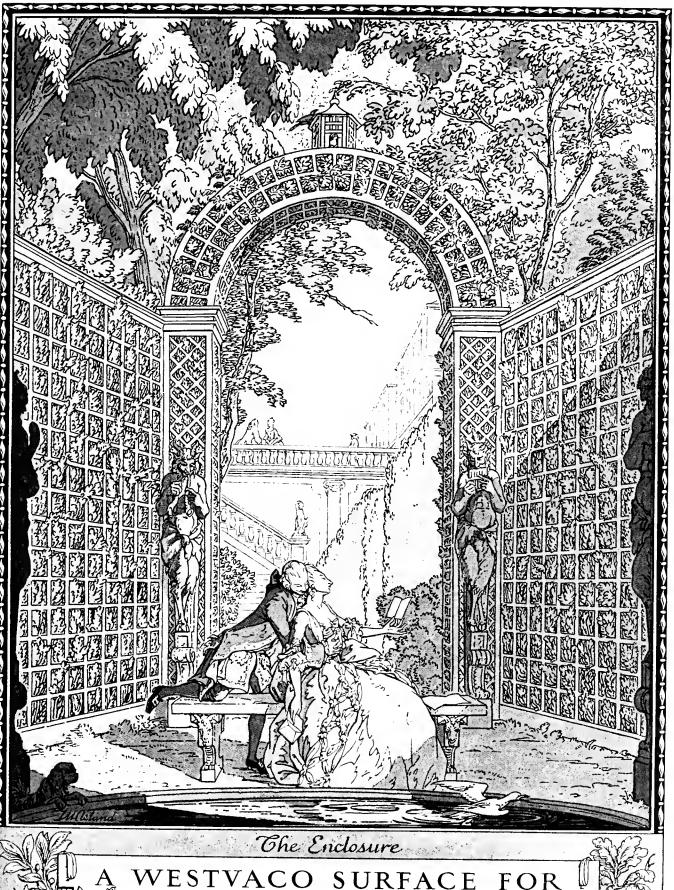
"All summer they keep big dogs in front of the farmhouse to seare salesmen away.

"They are pestered to death, ten and a dozen times a day, with fellows trying to sell them something. But in the winter, the salesmen are like the grass. They wither up. I never meet any on the road. They are holed up in some steam-heated hotel.

"When they see me coming, the women open the door long before I get to it. They know I'm there to sell something, but they take me right in. If it's dinner time, they open their finest cans of peaches for me; if it's about bedtime, they give me the guest room.

"Demonstrate the radio? Lord, yes. They listen for hours. I don't have to do much selling talk, because they sell

# CLEAR SPRING SUPER



EVERY PRINTING NEED

## The Mill Price List Distributors of WESTVACO MILL BRAND PAPERS

The Chatfield & Woods Company 20 W. Glenn Street, Atlanta, Ga.

The Arnold-Roberts Company Augusta, Me.

Bradley-Reese Company 308 W. Pratt Street, Baltimore, Md.

Graham Paper Company 1726 Avenue B, Birmingham, Ala.

The Arnold-Roberts Company 180 Congress Street, Boston, Mass.

The Union Paper & Twine Company Larkin Terminal Building, Buffalo, N. Y.

Bradner Smith & Company 333 S. Desplaines Street, Chicago, Ill.

West Virginia Pulp & Paper Company 732 Sherman Street, Chicago, Ill.

The Chatfield & Woods Company 3rd, Plum & Pearl Streets, Cincinnati, O.

The Union Paper & Twine Company 116-128 St. Clair Avenue, N. W. Cleveland, O.

Graham Paper Company 1001-1007 Broom Street, Dallas, Texas

Carpenter Paper Company of Iowa 106-112 Seventh Street Viaduct,

Des Moines, Ia.

The Union Paper & Twine Company 551 E. Fort Street, Detroit, Mich.

Graham Paper Company 201 Anthony Street, El Paso, Texas

Graham Paper Company 1002-1008 Washington Avenue, Houston, Texas

Graham Paper Company 332-336 W. 6th Street, Traffic Way, Kansas City, Mo.

West Virginia Pulp & Paper Co. 122 East 7th Street, Los .Ingeles, Cal.

# Mill Price List

Velvo-Enamel Marquette Enamel Sterling Enamel Westmont Enamel Westvaco Folding Enamel Pinnacle Extra Strong Embossing Enamel Westvaco Ideal Litho. Westvaco SatinWhite Translucent

WestvacoCoated PostCard Clear Spring Super Clear Spring English Finish ClearSpringText WestvacoSuper Westvaco M.F. WestvacoEggshell MinercoBond Origa Writing WestvacoMimeograph Westvaco IndexBristol Westvaco Post Card



Manufactured by

WEST VIRGINIA PULP & PAPER COMPANY

The E. A. Bouer Company 175-185 Hanover Street, Milwaukee, Wis.

Graham Paper Company 607 Washington Avenue, South, Minneapolis, Minn.

Graham Paper Company 222 Second Avenue, North Nashville, Tenn.

The Arnold-Roberts Company 511 Chapel Street, New Haven, Conn.

Graham Paper Company S. Peters, Gravier & Fulton Streets, New Orleans, La.

Beekman Paper and Card Company, Inc. 137-141 Varick Street New York, N. Y.

West Virginia Pulp & Paper Company 200 Fifth Avenue, New York, N. Y.

Carpenter Paper Company 9th & Harney Streets, Omaha, Neb.

Lindsay Bros., Inc. 419 S. Front Street, Philadelphia, Pa.

> The Chatfield & Woods Company 2nd & Liberty Avenues, Pittsburgh, Pa.

The Arnold-Roberts Company 86 Weybosset Street, Providence, R. I.

Richmond Paper Company, Ine.

201 Governor Street, Richmond, Va. The Union Paper & Twine

Company

25 Spencer Street, Rochester, N. Y.

Graham Paper Company 1014 Spruce Street, St. Louis, Mo.

Graham Paper Company 16 East 4th Street, St. Paul, Minn.

West Virginia Pulp & Paper Company 503 Market Street, San Francisco, Cal.

R. P. Andrews Paper Company 704 1st Street, S. E., Washington, D. C.

> R. P. Andrews Paper Company York, Pa.

it to themselves, and when they think of my carrying it away with me the sale's made."

In Ohio, also during this past winter, a mud-bespattered man was met on the street of a county-seat.

He is a subscription book salesman, one of those who seem to make a profession of this business. He was led to state:

"Farm people in the winter are a gold mine. It takes a red-blooded man to brave the mud and the drifts, and I can't do better than eight calls a day. But what's that? Out of the eight, I made three sales today. That's almost a week's quota.

"And expenses? It's rotten slang to say it, but 'they just ain't any.' The farmers give me two bang-up feeds every day.

"Winter's the only time book-agent-

ing is easy.

"All the rest of the year they slam the door at us, but in the winter the farms treat us human-like."

Concerns who project farm selling in the bad weather of winter must not expect that their men will be able to score many calls a day. The expense for a call will be high. The ratio of completed sales for a call will also be high, and, therefore, the final cost for a sale will be low.

Calls will be effective for the simple reason that the salesman will be welcome and will be accorded that *ne plus ultra* of selling: the undivided attention of the prospect.

The salesman will be cheered, once a day if not more often, by a parting word quite unlike the irritated bang of the door in his face.

It is likely to be: "I'm right smart glad ye come by."

### Publishers and False Advertising

[CONTINUED FROM PAGE 38]

have reached the conclusion that there is an effective and direct remedy. Proceed directly against the publishers. With them it becomes a serious business—they must appear and defend the action. They cannot disappear over night. By one action against a magazine we can more effectually throttle fifty fakers than we could possibly do by fifty separate cases against each of the principals. I am constrained to believe that if the Federal Trade Commission will wage war relentlessly against the disreputable magazines that publish these advertisements-wage it to the end-that we can do more to stop these practices, put more frauds and fakers and crooks out of business, than has ever been done by any plan or system in the history of this country.

In this fight I know that our greatest help will come from the honest and decent publishers in the country. No other influence will be so great and no other influence is so anxious to help.

most of this "zone" talk is ozonethe Detroit Times covers nothing but its share of the million and a half people who inhabit the Greater Detroit area sorry, but we can't do much for you otherwhere.

### How to get results—

—for yourself in business-

-Over 1000 pages of business facts about yourself

WHAT is it that gets results in busi-success, while his next-door neighbor, just as able, just as intelligent, runs along to mediocrity or failure? Why do we see men with exceptional ability forced to watch others far less able, pass them on the business ladder?

The answer, nine time out of ten, is

waten others far less able, puss them on the business ladder?

The answer, nine time out of ten, is PERSONALITY. The successful man gets bilmself believed in and accepted. The successful man thinks straight, writes effectively, speaks persuasively, knows how to get the support of others and makes the most of every ounce of ability he possesses, as every man should, as every man can.

The methods of hundreds of successful executives are given in these five volumes. Every one of them fits into your day's work. Every one of them can be put to profitable use. They show you how to get results in business.

#### Library of Personal Efficiency in Business

5 volumes, 1158 pages, \$10.75, payable \$2.78 in ten days and \$2 a month for 4 months

\$2 a month for 4 months

These five practical volumes give you the methods used by successful executives in getting results for themselves in business. They represent actual business conditions—they cover situations exactly the same as you face in your daily work—and they show you clearly and definitely just how these situations can be handled for your own best interests.

They discuss everything the executive must do in taking care of the personal element in his job. They take up business thinking, speaking and writing They discuss business relations with subordinates, associates and superfors. They cover the executive's handling of his personal self. All of it explained in the light of 'getting results' All of it in absolute answer to the question 'What makes a good executive?'

#### Examine it free

Send for your set for 10 days' free examination. Look it over for yourself. No obligation to purchase. Keep it, if you wish, and budget the small cost, or send it back postpaid, if you are not entirely satisfied.



### McGraw-Hill Free Examination Coupan McGRAW-HILL BOOK CO., INC., 370 Seventh Ave., N. Y. Send me the LIBITARY OF PERSONAL EFFICIENCY IN BUSINESS for 10 days' free I will send you \$2.75 in 10 days and mouthly until the full price, \$10.75, is to ft not satisfactory. I will return the set to postpald A Linesa Position A F 10 G-20

# Attacking the Distribution Problem

[CONTINUED FROM PAGE 27]

A department store exists by its ability to attract trade. Facilities for selection are essential to this end. Complete stocks which provide opportunity for selection cannot be avoided. But complete stocks can be so scaled and balanced that unpopular styles, that are generally rejected, need be carried in very small quantities. They need not impose a prohibitive burden on profitable operation. Ninety per cent of the capital can be active. This principle is being recognized and adopted more and more widely. The lesson is being learned quickly, even if its application is faulty and defective. It cannot be operated generally until exact record keeping is established generally, and until records are interpreted more expertly. But there is no single line in which marked progress is not notice-

Return for a moment to the chain of stores that have scored so signal a success by these principles. It has been developed that practically 80 per cent of the volume of all sales derive from 20 per cent of the items sold. This applies in all lines, in all departments. And it applies as well to prices, to styles, to materials, to sizes and to colors. One would expect to find an exception, if anywhere, in the sale of women's suits. Let us take an actual record. In the week of Jan. 5 of this year in a leading department store 87 per cent of the suits sold were in four price classifications. Twelve price classifications are maintained. The following week these four classifications sold 81 per cent, but the third week the percentage dropped to 73 per cent. The drop resulted from the store policy to mark down quickly slow moving goods, so that exceptional bargains were offered at an unusual price, distorting the normal sales. Not only was this the experience in prices; it was the experience in styles, in materials, in sizes and

IIIS certainly shows that popular acceptance of an article results in rapid turnever. Failing such popular acceptance, goods stagnate on the shelves and discriminating buyers will not handle them. It shows more: If distribution methods insure profitable operation, the stores employing discrimination can offer attractions in values and prices that will develop increasing business. These stores will compel emulation of their methods. They will precipitate the climination of heedless com-Successful manufacturers petitors. must be tied up with successful retailers. Neither can be successful unless they are tied up together. The two

gravitate toward each other. So manufacturers, to be successful, must discover the elements of success in their retailers if they are to maintain a permanent, dependable and growing business.

Alert manufacturers are looking for evidences of these elements of success and are directing their sales efforts to listing progressive retailers among the outlets for their goods.

O this end, an alert manufacturer recently examined his distribution in a number of cities and charted his findings. In each city he found that over 96 per cent of his sales were made to half of his accounts and less than 4 per cent to the other half. The results varied only fractionally in different cities. The manufacturer sold direct to retailers. The results interested others. Investigations ensued. A distributor, handling 9 lines for 9 manufacturers. sold each of the nine lines in practically the same ratio-95 per cent to half of his accounts and 5 per cent to the other half. The differences between the lines were fractional. The composite of these lines changed the percentages somewhat, but of the composite sales, 89 per cent were to half of the accounts and 11 per cent to the other half. This record repeated itself with slight variations in a number of cities. Further investigation of jobbers' sales followed. Taking ten leading lines which sold in largest volume and charting the sales developed practically the same distribution for each of the lines. Of each line, half of the accounts bought 95 per cent of the volume and the other half bought the remaining 5 per cent. Aggregated, the percentages dropped, but still half of the accounts bought 80 per cent of the volume and the other half bought the remaining 20 per cent. It is perfectly obvious that the cost of selling, the cost of handling, delivery and other accessory expenses were excessive for the half which bought the insignificant part of the total volume of sales. Further, collection and credit expense was almost wholly confined to these smaller accounts. If expenses of selling, handling, delivery, credit, collection, and other charges, were allocated, all of these smaller accounts would show that they returned an actual loss. Profits earned in serving the larger outlets were in part dissipated by undue extension of distributive effort. What clearer evidence of the value of concentrated, selective distribution could be evinced?

American business is committed to the principle of volume production. Only

# Shall Merchandising Cooperation Be Paid For Directly or Indirectly?

The bane of many a newspaper publisher's life is merchandising cooperation.

The ultimate effect is increasing the cost of advertising.

Certain cooperation is legitimate and very effective. Its correct use is one of the many exclusive advantages of newspaper advertising.

But cooperation should be paid for as a separate item by the advertisers thus served for the trite reason that you can't get something for nothing.

Usually competition and the attitude of agencies and advertisers makes a *direct* charge unprofitable.

And so, in due time, rates are revised upward to include an indirect charge for cooperation.

Advertisers and agents should decide whether it is to their advantage to pay directly or indirectly for merchandising cooperation.

### E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Detroit Atlanta New York Chicago

Kansas City San Francisco

# Have You Ordered Your Rates Advance

If You Buy Before Then

# 250,000 Circulation

WHEN present rates were made Liberty promised its advertisers a circulation of 1,100,000 copies. They got it. Now, Liberty announces an average NET PAID circulation of 1,350,000 during 1927. Liberty will keep its promise.

THOSE who contract for space before Nov. 1st, at present rates, receive a bonus of 250,000 circulation per issue, or 3,250,000 on a 13-time basis, absolutely free. Consider the saving in ordering your 1927 Liberty advertising NOW!

### Orders for 1927 Accepted Up to Nov. 1st at These PRESENT RATES

Line Rate .					\$ 5.00
Eighth Page .					375.00
Quarter Page					750.00
Half Page .					1500.00
Full Page .					3000.00
Two-Color Page					3750.00
Four-Color Page	٥				5000.00
Back Cover .					6500.00

### Orders Placed After Nov. 1st are Subject to These NEW RATES

Line Rate				\$ 6.25
Eighth Page				468.75
Quarter Page .				937.50
Half Page				1875.00
Full Page				3750.00
Two-Color Page				4500.00
Four-Color Page			٠	5500.00
Back Cover			v	8000.00

247 Park Ave New York



General Motors Bldg. Detroit

TWO YEARS OLD and ALREADY

# 1927 LIBERTY Advertising?

Nov. 1st, 1926

You Get a Bonus of

# Absolutely FREE

## YOUR SAVING

on 13 Insertions of Following Units If Ordered Before Nov. 1st

							_	1011 100
Per Line	•	•	•	•	•	•		\$ 16.25
Eighth Page	•	•	•	•	•		•	1218.75
Quarter Page .	•	•	٠	•	•	•	•	2437.50
Half Page	•	•	٠	•	•	•	•	4875.00
Full Page	٠	•	•	•	•	•	•	9750.00
Two-Color Page	•	•	٠	•	•	•	•	9750.00
Four-Color Page	•	•	•	•	٠	•	•	6500.00
Back Cover								19500 00

705 Union Bank Bldg. Los Angeles



Tribune Square Chicago

SECOND In Advertising Lineage

### H B E L I E V E

In exploring an untried world for those who dare

In versatility of style and technique
Intoday's tendency towards new rhythms

In dramatizing simplicity



### After working for a limited group:

Belding's Brokaw Brothers Park & Tilford Dunhill's Gunther's Continental Tobacco Co. and others here and abroad I have opened a studio at 270 Madison Avenue



Caledonia 7315

DRAWINGS PICTORIAL CAMPAIGN KEYNOTES VISUALIZATION

by volume production can the fruits of labor be distributed and standards of living set up by American workmen be maintained. No less will be tolerated. American business is committed to the principle of multiplying the fruits of individual labor by harnessing it to mechanical appliances. So, American business is committed to the expansion of power and its more expert application, to the development of improved and more efficient machines. American business, seeking to reduce unit costs, has displaed astonishing ingenuity in accelerating the flow of goods in fabrication, and in straightening out the lines along which this flow moves. Congestion in the point which interrupts or retards flow is not tolerated for long. Indirection does not continue for long. Materials required at progressive points in production are distributed and so synchronized that they arrive at the point where they are required at the time and in the quantity needed. Failure of requisite materials at a point in the line of manufacture would not be tolerated long. There are still glaring deficiencies in manufacturing methods and wastes are rampant, but the principle is so ingrained that no manufacturer fails to recognize it even when he employs it imperfectly.

### Cargoes of the Air

[CONTINUED FROM PAGE 24]

of 671 by air-freight"; a shipping case rushed out to the air port by motor truck; a thousand miles covered overnight, and the goods on display the next day; all this will soon be possible between many points. Rival department stores should find it harder than ever to steal marches on each other. Jobbers who doubted the pulling power of an advertising program will be enabled to repair their fences overnight.

Even personal services may compete at greater distances because of the air-carrier. Witness the compositor who advertises—

of the clouds in to our shop. The air mall has made our kind of typography quickly available to both seaboards.

The relationship between the mail and the telegraph is startingly paralleled by the relationship between railroad freight and air-freight. The day may come when more and more of what might be termed "staple freight" will go by plane from its source to its destination, but for the immediate future air-freight will be "telegraph freight."

Just as there are thousands of occasions every day in the business and industrial world where the assurance of earlier delivery demands a telegram in place of the letter which would arrive a few hours or a day later, so there are hundreds of situations in which airfreight will be the only logical and justifiable solution. Fortunate will be the institutions which will have it locally at their call. In the course of a single year it will give them many a

# CIRCULATION

### Abundant and Economical

Just as the pooling of great sources of power means cheap and abundant electricity for all America, so the pooling of sixteen national magazines means cheap and abundant circulation for the alert advertiser.

These magazines comprise the ALL-FICTION FIELD. They go into thousands and thousands of American homes where there is love for the good things of life, where there is interest in all that has to do with making living more colorful.

The national advertisers who take advantage of the economies made possible by the pooling of these magazines into one group, are everywhere finding new and remarkably responsive markets.

Why not join their number today?

2,780,000
Members Audit Bureau of Circulation

All-Fiction Field

Magazines of Clean Fiction

### Arthur Henry Co., Inc.

Designers and Producers of Distinctive

Direct Advertising

1482 Broadway, New York

Telephone BRYANT 8078



Leaflets Folders

> Broadsides Booklets

> > House Organs Catalogues

> > > Copy Writing
> > > Illustrating

Engraving Printing



Write for Booklet-" Direct Results"



competitive advantage over concerns less happily favored.

At a time when "Service" is a creed and a shibboleth, air-freight will open wide many an opportunity for surprising performances.

So much for the effects of air-freight upon manufacturing and merchandising.

The brief hints tabulated above could be expanded and ramified almost indefinitely.

Two other great branches of business activity will also be directly affected.

One is finance.

To move funds, collateral and documents at the speed made possible by the airplane means notable reductions in idle time and unproductive interest, and notable increases in the speed with which negotiations can be carried to completion.

The other is the Fourth Estate.

T seems wholly probable to me that one of the first large scale, consistent purchasers of air-freight space will be the publishers; that is to say, those publishers whose reader-interest is directly proportional to the timeliness of the news they print.

A metropolitan newspaper distributed by radiating air-routes is a development around which an active imagination can weave a remarkable picture.

A business paper lifted from the bindery and carried to its subscribers at a speed of upwards of one hundred miles an hour means a dissemination of spot news throughout an industry at a speed which should give its subscriptions a premium value over any rail-carried contemporary.

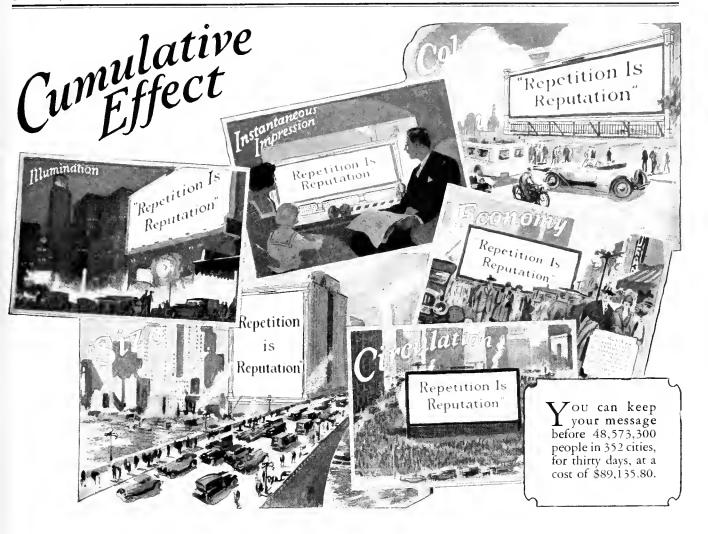
The Daily Chronicle of London, one of the great British dailies of more than metropolitan distribution, has used the aeroplane in many ways. During the railway workers' strike of September, 1919, planes carried the daily editions into the provinces and to the Channel Isles.

The dreams of today become the facts of tomorrow and the habits of the day after. Don't underrate the influence of air-freight.

#### Jenkins Stricken on Links

Walter R. Jenkins, forty-five years of age, vice-president of the Metropolitan Advertisers' Golf Association, died suddenly of apoplexy on Sept. 30 on the links of the Westchester Biltmore Country Club while driving from the ninth tee during the association's tournament.

Mr. Jenkins had been New York manager for Comfort Magazine for many years and was exceptionally popular and prominent in the Golf Association, the New York Advertising Club and numerous other organizations with which he was associated. His death came as a sudden and severe blow to his many friends. That evening he was to have been elected to the presidency of the Golf Association at the annual tournament dinner. The evening entertainment was called off as a result of the tragedy.



Outdoor Advertising

INCE its organization in 1916 the National Outdoor Advertising Bureau has amply proved the value of its service to advertisers and to advertising agencies. By enabling advertisers to place their outdoor advertising through the agency which handles their advertising in all other media, it has made possible more effective coordination of all advertising activities.

Any advertising agency having membership in the National Outdoor Advertising Bureau will gladly give you complete information regarding Outdoor Advertising.



### THE OPEN FORUM

WHEREIN INDIVIDUAL VIEWS ARE FRANKLY EXPRESSED



### The Utilitarian Christmas Gift

PERHAPS, when a male expounds his theories pertaining to merchandise for the use of women, and expounds those theories in a publication read principally by other males, who perhaps know as little about the actual facts, then a manufacturer of the merchandise in question need not feel concerned about it, but there is always a certain unholy delight, you know, in puncturing the theory bubble of such writers.

We refer particularly to the article, "Christmasitis," by Steven Gilpatrick, in the issue of September 8. In it he referred to the presentment of the carpet sweeper as a Christmas gift. We think if Mr. Gilpatrick had written us before he appeared in print, he would have picked out some other example at which to direct his jibes.

We would be inclined to agree with him that perhaps a garbage pail, no matter how ornate, is a ltitle farfetched as a Christmas gift, but Mr. Gilpatrick would apparently condemn as suitable subjects for gift advertising anything utilitarian. He evidently has fallen out of step with the times, and has overlooked the great movement of recent years to give things that are useful rather than some tawdry article that might be raved over today and forgotten tomorrow. He has forgotten how universally that idea of useful gifts has been accepted and adopted by the great purchasing public.

Who is to draw the line? Where is it to be drawn between gifts that are useful or appropriate as Christmas gifts and those that are not? Is an easy chair to be commended because it represents a greater expenditure of money? It would appear that any article that saves work and gives comfort to the great majority of American women who have to do their own housework would be highly desirable. There is no telling how many millions of useful work-saving devices have been given as Christmas gifts and thankfully received in homes that, perhaps, would feel that they could hardly afford them in addition to other Christmas giving.

The sweeper probably does not have more merit as an appropriate Christmas gift than some other utilitarian objects, but it may, on the other hand, possess attributes that some other utilities do not. For instance, with some models, having cases of beautiful vencers and highly nickeled metal parts, there is an element of beauty as well as utility such as might go with a piece of furniture. At any rate, from the earliest days the sweeper has had a wide sale for Christmas gift pur-

There is plenty to be said in contradiction to Mr. Gilpatrick's notion, but doesn't it all sum up in the thought that any gift which represents real thoughtfulness on the part of the giver—something that is wanted by the recipient or that can be used to the recipient's comfort or pleasure—makes an appropriate gift?

J. W. SCOTT,
The Bissell Carpet Sweeper Co.,
Grand Rapids, Mich.

#### **Tactless Tactics**

RECENTLY, a representative from a newly formed Boston advertising agency called upon us and outlined an advertising proposition which was obviously very much out of line with our particular industrial marketing problem.

The writer interviewed the representative and told him frankly that his proposal was not germane to our efforts, and explained the reasons.

The representative then sent three personally addressed letters to the president of our company, and also a wire, practically demanding an interview.

This correspondence was turned over to the advertising department.

What do your readers think of such tactics by an advertising agency, especially in view of the fact that we had also written the agency explaining that outside advertising services were giving satisfaction to us.

WILLIAM E. KERRISH, Boston Gear Works Sales Company, Norfolk Downs (Quincy), Mass.

### More on "Breaking In"

RATUITOUS advice from old-timer Jadvertising men riles us, but that, as the anonymous brother implies in your Sept. 22 issue, is the least of our worries. What is far more pointed and hits us nearer home is the apparently impassable wall which has been reared to keep interlopers beyond the sacred confines of the alleged "profession." I am not prepared to say offhand whether this wall is of indifference or jealousy, but of late I have been inclined toward the latter theory. Mediocrity has a horror of competition, particularly the competition of youth. Many of those who rose to prominence when advertising was not vastly different from the "Old Army Game" see themselves slipping as ethics rise and new brains come in.

However that may be, we are received in the offices of the mighty without enthusiasm-if at all-and told with varying degrees of discourteousness to "go out and get some experience." This discourteousness, I have found, varies in direct ratio with the individual's need of impressing you with his own importance. Without regard to erudition, intelligence, adaptability or rhetorical prowess, we are sent on our way. A few of us stick to our guns and finally land jobs in organizations which value a man solely for the meanness of the salary he is willing to accept to do a certain amount of work, regardless of quality. Then, when we have stuck to this long enough to forget our ideals, ideas and aggressiveness, and to become thoroughly steeped in mediocrity, we may apply again to the agency with a fair chance of getting a jeb. By that time our intellects have been quite emasculated; we are safe for the sacred "profession" of advertising.

Frederick DeLos Alexander, New York City.

### Advertising Is Literature

THERE are people who will tell you that the writing of advertising does not offer an opportunity for literary development. Bosh! They may think so, but what they really mean is that in writing advertising you can't fill a page with all the literary absurdities that were considered so beautiful in the last century. You can't use a hundred words to describe a flashing sunset with every color of the rainbow shot through the shimmering clouds. You must tell it in one sentence.

But literary development! The man who doesn't develop along a literary line can't write advertising. To write advertising develops the very essence of literary ability. You have to learn to extract the last atom of meaning from every word. Every sentence must fairly quiver with life, and thought. If you ever have to make words work, it is in writing advertising. Nowhere else is the word-picture so highly perfected. Not only must advertising make an impression—it must convince. Literary development? If you can't

attain it in advertising, it isn't in you!

F. R. ACKLEY,

W. H. Davis, Advertising.

W. II. Davis, Advertising, Asheville, N. C.

\* 100 8

O ...

## 

#### Incomparable

For work that bears the unmistakable evidences of long and intelligently assimilated experience—for service that is marked by a promptness and an efficiency that are never possible without an extensive and thorough knowledge of the craft—we place at your disposal the facilities of the newest photo-engraving establishment in New York.

Notable among these facilities is a night service which not only assures you that your work will be done in the shortest possible time, but also relieves you from the pressure of unforeseen eleventh hour obligations which—but for this service—you might not be able to meet. Gotham is always ready for your assignment, at any hour of the twenty-four. Your work will be finished quickly, and delivered promptly, by a service that is absolutely reliable.

The mark of the master engraver is apparent in every piece of work bearing the name "Gotham." This name stamped on every plate, block and proof—you will come to recognize as the hall-mark of the highest quality of engraving craftsmanship.

If you are not completely satisfied with the character of your present engraving, let Gotham give you a new conception of what engravings can be.

#### The GOTHAM PHOTO-ENGRAVING CO., Inc.

229 West 28th Street

New York City

Telephone: Longacre 3595

F CO.

0014

—that a good product plus

sales effort

plus a rich

intelligent

advertising

increased

business

West Texas

is one ol the richest

primary

of the

Nation

territories

for you

equals

market plus

### PROOF-AGAIN!



WT PROSSER

STRANG & PROSSER ADVERTISING AGENCY L.C. SMITH BUILDING SEATTLE

deptember 15, 1926.

The Record-Star-Telegran, Fort Worth. Tex-

Dear Birs

Re: National Advertising campaign Associated Selmon Packers

when it came to placing the advertising for Canned Pink 3almon in the Fort worth territory there was no hesitation as to the selection of the Star-Telegram and Record-Telegram to carry the nessage. And well was the considence merited, for a recent tabulation showed the responsiveness of this newspaper, readers as exceeded by those of orly one other newspaper in oy those of only one other newspaper is the United States, and leading by a large margin any other newspaper used in the Texas field.

Over 120,000 Daily and Sunday

FORT WORTH STAR-TELEGRAM

Fort Worth Record-Telegram

FORT WORTH STAR-TELEGRAM

mp:731

and Fort Morth Record

AMON G CARTER Pres. and Publisher

Charter Member Audit Bureau of Clrculation

A L. SHUMAN, Vice-President and Adv. Dir.

it's the answer to "what dealers want"

it's an

EIN/ON-FREEMAN WINDOW DI/PLAY





New York's newest and most beautifully furnished hotel ~ accomodating 1034 guests Broadway at 63 Street.

ROOM WITH PRIVATE TOILER ROOM WITH PRIVATE BATH-

#### Warehoused Goods Shielded Against Creditors

[CONTINUED FROM PAGE 36]

description of them in the receipt; (d) anything at all beyond his right to deliver and the authenticity of the receipt. The endorser, in this manner, conveys ownership of the goods but does not guarantee title or become guarantor for another's performance.

Attorneys and professional warehousemen find other items in the law of interest to themselves, and yet for the manufacturer who stores in warehouses little heed is required for anything beyond the two principles of (1) the warehouseman's duty to the owner, and (2) the differences between negotiable and non-negotiable forms of receipt.

N two States (Georgia and South Carolina) legal attachment is not forbidden against warehoused goods where they stand in the name of an owner who becomes financially involved. To a limited extent the same condition is true in New Hampshire. If the warehouse receipt is used for bank collateral in these three States, the bank is safe only when the receipt runs to itself, but having the receipt thus in its name, it renders the goods proof against attachment for the borrower's debts.

With the remaining forty-five States, goods may not be attached, and no lien can be lodged against them other than (1) such as existed when they entered the warehouse, and (2) the warehouseman's lien for charges. As for the first named, the receipt earries on its face a statement of the facts; as for the second, his own charges, the law requires these charges to be spread forth on the receipt. While in possession of the warehouseman, goods "cannot be attached by garnishment or otherwise or be levied upon under an execution.'

The most that can happen is for a court order to stop delivery, in which ease the goods must remain with the warehouseman until the conflicting rights have been adjudicated.

It is for this reason that a stock of goods in a public warehouse has greater value as collateral than the same lot of goods merged with the borrower's inventory. In the warehouse, the lot is segregated from other property; and, under the bailee conception, no ereditor of the owner can slip in ahead of the bank's lien for its loan. Should the borrower fail, the bank is not a general creditor obliged to await liquidation through bankruptey; it holds, instead, a distinct lot of merchantable goods as security for its loan, over which the bankruptcy court has no claim until the bank's loan is paid. Whatever remains from sale of the warehoused merchandise becomes part of the general assets of the borrower, and, as such, is thereafter delivered to the trustee in bankruptey.



LINOTYPE CLOISTER SHOWN IN THIS ANNOUNCEMENT IS ONE OF THE MANY SERIES, SUITABLE FOR DISTINGUISHED ADVERTISING & FINE COMMERCIAL PRINTING, THAT ARE NOW AVAILABLE ON THE LINOTYPE

IN ily, which includes Cloister, Cloister Wide and Cloister Bold, there might be mentioned the spirited and colorful rendering of the Garamond face, just completed; the Linotype Caslon Old Face, considered by many authorities the finest modern cutting of the Caslon design and the face that appears more than any other in the Institute of Graphic Arts' Fifty

Book Show; Narciss; Bodoni, Bodoni Book and Bodoni Bold; Benedictine and Benedictine Book; Elzevir, Scotch Roman and a number of other useful and attractive families. The Linotype Typography program which has already given to Linotype users such a wealth of material is constantly seeking out for reproduction the best both in the classic types and in modern design. Two of the many additional faces now proceeding in manufacture are Garamond Bold and the Benedictine Bold. T. M. Cleland is designing ornaments for these new series, some of the units being shown in use in this announcement

#### MERGENTHALER LINOTYPE COMPANY

Department of Linotype Typography 461 EIGHTH AVENUE NEW YORK

1

TYP@ APHY

This advertisement is composed entirely on the LINOTYPE in the Cloister Family

## IUM National Automobile Show Issues of AUTOMOBILE TRADE JOURNAL and MOTOR AGE

Coverage of the greatest automotive trade audience ever reached by a business paper or a general magazine.

Editorially these two super issues will render a tremendous service to trade and industry. Each will be an automobile show in itself.

Every dealer, service station owner and garageman in the United States will welcome his copy. He will read it and keep it as a reference guide during the months that follow.

A relatively small percentage of the automotive tradesmen throughout the country will attend the New York and Chicago Automobile Shows.

But whether they attend or not, the two great Automobile Show issues of *Automobile Trade Journal* and *Motor Age* will be of high

Chilton Class Journal



value in giving to all dealers, their sales and service executives, a true picture, not only of the National Shows themselves, but of the entire automotive industry, and the trends within the industry, which will guide them during the year that is just around the corner.

Present paid circulations of AUTOMOBILE TRADE JOURNAL and MOTOR AGE, combined, total 69,630 copies to the trade and industry. The 30,370 copies difference between 69,630 regular circulation and the

#### Guaranteed 100,000 Copies Trade Coverage

of the forthcoming two National Show issues will be made up of practically all the trade firms not now appearing as subscribers, who will receive their copies under stamps postage: There will be no increase in rates to contract advertisers.

We desire to particularly stress the importance of this 100% trade audience as compared to a mixed consumer and trade audience. In our case the advertiser is assured that his message will reach and cover practically THE ENTIRE TRADE—not a major portion of circulation going to consumers, and a relatively small percentage to the trade. We guarantee coverage of

- —the TRADE
- —the whole TRADE
- —and nothing but the TRADE

Automobile Trade Journal, National Shows issue Jan. 1, 1927. Last forms close Dec. 20, 1926.

Motor Age, National Shows issue, Jan. 6, 1927. Last forms close Dec. 31, 1926.

30.37% increase in circulation. No increase in advertising rates.

Early receipt of advertising copy will advance mutual interests.

AUTOMOBILE TRADE JOURNAL

Chestnut and 56th Streets Philadelphia MOTOR AGE

55 South Wabash Avenue Chicago

## Company Publications

### Knowing

THE present writer was one of the "small" but select group that saw Mr. Dempsey and Mr. Tunncy exchange fisticuffs at Philadelphia for the so-called heavy weight crown.

As I look back on that transaction from a perspective of about seven days, the lesson to be derived seems to be that success is entirely a matter of knowing how.

Mr. Tunney knew that Mr. Dempsey packed a murderous hook and that the sure way to win was to stay away from it while, at the same time, smacking Mr. Dempsey freely and frequently about the face and head.

Pursuing this plan almost without deviation for the entire ten rounds provided for in the articles of agreement, resulted in Mr. Tunney being awarded the title of heavy-weight champion with unanimous approval.

In every line of human endeavor knowing-how also results in success.

Knowledge, to some extent, comes from organized instruction. But, the most valuable form of knowledge comes from actual experience. Thus, It is justifiably said, "Experience is the best teacher."

The publishing of a successful periodical involves a lot of knowledge. There must, first, be knowledge of the field; its extent, its requirements. Then, there must be knowledge of the way in which goods are bought and sold in that field. There must be knowledge as to how to get the ads read by the right men.

Like Mr. Tunney, a magazine possessed of an adequate amount of knowing-how is sure to win.

It wins for its customers as well as for itself.

a. R. Maujev. INDUSTRIAL POWER 608 So. Dearborn Street Chicago, Ill.

In its secenth and most successful year, INDUSTRIAL POWER has not yet found it necessary or alreadageous to change a simple important policy adopted at its found ing. It other words, we have been success for he was too know our groceries."



#### Information Wanted

At one of the vegetable booths inside Washington Market, on a recent Saturday afternoon, Golden Bantam corn was priced at 25 cents for six ears. At a stand, just outside the market, the price was 25 cents for eight ears. Twenty feet further, they were offering ten ears for a quarter. As far as I could see, there was no difference in quality, but there was a "spread" of 66% per cent in price.

Will some man who knows more about such things than I, tell me the

reason?

#### Europe

I wish it were possible to buy a book of not more than 300 pages which would give one a complete and correct picture of present-day Europe.

One reads, one day, that Europe's day is done; that she is in the shadows, sunk in the deepest depths of poverty and that nothing but a miracle will

Next day, perhaps, some homecoming American tells the ship's reporters that Europe has "turned the corner"—that Germany is in better shape than ever before; that France, in spite of the fact that the franc is at less than a sixth its pre-war value, is prospering; that Spain and Italy are husy and that in the Scandinavian countries - and Holland, too-the "outlook is good."

Surely, among the hundreds of men who have gone to Europe to "study conditions," is one whose conclusions are worth reading. If you know him, for goodness sake let me have his name.

#### A Letter from London

My good friend Roy Clark of the Advertisers' Weekly (London) takes exception to some of the statements regarding conditions in Britain which have appeared in this column.

He says: "Things look pretty good here, despite the fact that the coal strike is not settled at the moment of writing. There is a good deal more confidence everywhere and I think people will be much more inclined to launch out with the more settled industrial prospect before them."

Also: "The general strike was just orbits.

the latest example of how the British face facts. We faced facts, you know, when we deflated our currency after the war, which made commerce wobble a bit for a year or two round 1920. We also faced facts when we arranged a settlement of our debt to your great country. The Bolshevik bogey which has had its try, with a perfectly open field, has now spent itself against the stupid, muddleheaded, old-fashioned British public. It brought out a large number of slightly bewildered and often unwilling people, who had to face the cruel ostracism of working-class neighbours in times to come if they dared to blackleg; it demonstrated that there is no monopoly of skill in manual labour.

"The Moscow madness, nearer to us than you by fifteen hundred miles, and twice that distance from the heart of things American, will not worry us again, nor some other European countries which have felt its onset.

"We have no bitterness between ourselves. To tell you the truth, we rather respect each other for the new fashion we have set in 'revolutions.' But building houses takes time, making new machinery costs money, and we have a lot of leeway to make up.

True, every word of it. Yet, the lamentable fact remains that, last month, 2,750,000 men and women of employable age were out of work in the British Isles.

#### Her Guests Are Her Advertising Ageuts

I had a long talk, the other evening, with the woman who manages the hotel in the Catskills where I spent the greater part of the month of August.

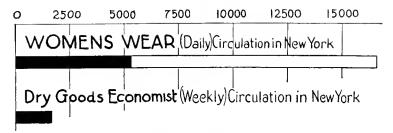
She told me what the hotel's profits average. The showing is remarkableall the more so when one remembers that the average summer resort hotel does not make much money these days. But the statement of hers which interested me most was this: "I am not half so much worried about the guests now under my roof as about former guests who have not returned.

#### A Great Railroad in Action

From the upper deck of a Hudson River Day boat, I had an unrivalled opportunity, a few days ago, of watching a great railroad in action. It was wonderful. Every few minutes, for the better part of a day, I would see a streak of black shooting along the river bank. Passenger trains, freights, "light" engines moved north and south with the regularity of planets in their

## Momen's Wear

#### Dominates the New York Market



Black section of the bar indicates retail circulation; white, non-retail

WOMEN'S WEAR retail circulation in the State of New York outnumbers that of the Dry Goods Economist by more than three to one—5,333 to 1,636—although the Dry Goods Economist's entire New York circulation is considered as retail, whereas part of it is non-retail.

The supremacy of WOMEN'S WEAR service in every branch of the women's apparel, accessories, fabrics and related industries—retail, wholesale and manufacturing—is not questioned by any informed and impartial person.

(This is the third advertisement of a series. The first showed the dominance of WOMEN'S WEAR in national circulation, the second its dominance in national retail circulation. The fourth will take up Women's Wear circulation methods.)

## Fairchild Publications

8 East 13th Street

New York

18 branch offices in the United States and abroad

## Jitst/oin

#### 14.882,648 Lines

Dispatch advertising record for the first eight months of 1926, exceeding other Columbus newspapers combined by 1,914,-151 lines.

For the first six months, Dispatch exceeded second largest Ohio newspaper by 2,047.726.

NET PAID CIRCULATION CITY ..... 55,812 **SUBURBAN ..... 26,973** COUNTRY ..... 23,666

Total Daily Circulation . . . . . . . . . . . . . 106,451

Largest Circulation Between Cleveland and Cincinnati



#### Gives You This Service:

- 1. The Standard Advertising Register listing 7,500 national advertisers.
- 2. The Monthly Supplements which keep it up to date.
- 3. The Agency Lists. Names of 1500 advertising agencies, their personnel and accounts of 600 leading agencies.
- 4. The Geographical Index. National advertisers arranged by cities and states.
- 5. Special Bulletins. Latest campaign news, etc.
- 6. Service Bureau. Other information by mail and telegraph.

Write or Phone

National Register Publishing Co., Inc R. W. Ferrel, Mgr.

15 Moore St. New York City Tel, Bowling Green 7966

### The Banker as a Retailer

[CONTINUED FROM PAGE 21]

ness and proceeded to thaw it out, are afraid to expose their ignorance. They put a new front on the building priced to interest people; they studied plained—and hidden it in cages and in the advertising and found that it, too, vice-presidents' desks! was frozen, so they humanized it. Tosqueezing onto the Fifth Avenue in the where people may shop easily and talk ping in and buying.

and yet be on the public's Main Street, country have done away with cages, Out on the Island of Martha's Vine- either wholly or in certain departments. yard there are many antique shops, One southern bank which installed and most of them are located on the counters in its savings department, remain roads, or in the heart of the ports that deposits shot up immeshopping centers of the little villages. diately. Yet one of the best known ones is so a half-mile of weeds and brambles, sales. The shop itself is an old boat house, absolutely isolated.

made that trip twice (and we neither of small things, whereas we stopped nor need there be. casually at two or three main road antique shops and bought only six or eight dollars' worth of their wares, all told. The Spanish place had sue- just a form of teaching. ceeded in getting itself onto our mental Main Street in spite of its isolation.

How?

visit the place with such a warm, ers: they sell by showing. friendly attitude that they bubbled over paquitie.'

To resume, thawing out the frozen "service" of a bank and separating it into practicable, usable pieces, is the people to use their specialties so that

going to seed. It had a wonderful name first step in bank retailing. Displaying and a reputation for carrying high these pieces is the second step. People quality merchandise, but fewer and do not "buy" more from banks because fewer people entered it to buy. Final- they don't know how; they can't see ly, it was sold to a group of men who the items the bank has for sale—in fact, realized that a Fifth Avenue corner don't even understand their names, in is merely an opportunity, not a guar- many cases, and, like the girl who had antee. These men took over the busi- ordered chicken salad three times, they

All this is entirely the fault of the so that they could display their wares bankers. First, they have put up more advantageously; they looked over barred windows to hide their stocks, the stock and, seeing that much of it and then they have wrapped their merwas "frozen," sold it off at the best chandise in secrecy—the secrecy of price possible, to make room for new terminology that means nothing to the stock, up to the minute in style and average citizen until it has been ex-

I hope the day will come when banks day that store is coming back. It is will have counters instead of cages, minds of thousands of New York face to face with the banks' salesmen. shoppers who have been passing it for I recall with pleasure walking into years without seeing it. They are step- Barclays Bank in London and finding counters across which I could do business with the tellers in the most natu-TAKE another case, one that proves ral and intimate way. And I underthat a store may be ever so isolated stand that a few banks in our own

I realize, of course, the danger of remote that it takes almost an after- abandoning the physical protection of noon to visit it. It is a shop offering eages, but I believe this could be overonly Spanish antiques. To get to it one come-and profitably-by having cages must drive to Edgartown and there behind the men at the counter, to which take a little ferry to a barren point they would pass the money, just as a of land known as Chappaquitic. Land- department store clerk passes bundles ing there, one must follow a rough and up to the wrapping desk, and is free to winding foot-path up a hill and through talk to the customer and make further

And this brings us to the third step in bank retailing: the making of sales. Yet this summer my wife and I Some bankers shy at the idea of salesmanship. They think it means highof us have a Spanish complex) and pressure urging. It does not. There bought thirty or forty dollars' worth should be no pressure to bank selling,

> S retailers, bankers must learn an important truth: that selling is

Manufacturers send out demonstrators to demonstrate their vacuum cleaners to housewives, to demonstrate By having wonderfully attractive in grocery stores the ease with which things to sell, in the first place; by dis- their instant coffee or their jelly powplaying them with rare taste; by pric- der can be used, to demonstrate in drug ing them reasonably; and then by stores, at conventions, expositions, etc. sending away everybody who ever did These demonstrators are really teach-

Real estate agents, likewise, sell by with enthusiasm about it to their teaching: teaching people how to buy friends and told them they "simply real estate, how to raise the money, must visit Miss Dillon's over at Chap- how to go about it to have a title searched, and the various other steps of acquiring real estate.

Specialty salesmen sell by teaching

## The positive side of the negative appeal

THE advertiser was reading several advertisements of a forthcoming campaign.

Nods and smiles greeted the first few pieces of copy. But advertisement number four elicited only a frown. "In this one," he commented, "I see that you have started with a negative appeal. Don't you think that all advertising is stronger when approached from the positive angle?"

\* \* \*

There are three possible bases on which an advertisement of a product can be built. The advertising appeals that you can use for any article fall into one of these three classifications.

The advertisement can be based on:

- a. the qualities of the article
- b. the results of using the article
- c. the results of lacking the article.

The last is negative, someone comments, and hence fairly sure to be weak. Yet there are

some situations in which the negative side cuts far deeper than the positive.

One of the best-pulling advertisements on a book of etiquette pictured the utter inability of the heroine to order with assurance any dish other than chicken salad. The negative side of composure when dining out, you will note.

Pelmanism and the Alexander Hamilton Institute find their recruits largely among the non-successful.

The advertising of Hammermill Bond often pictures the confusion in the business office that does not rely upon the printed form. The best known automobile tire gauge—Schrader — frequently dramatizes the wasting wear and tear that follows improper inflation.

Tire chains, fire insurance, and halitosis cures are all advertised with negative appeals.

The negative appeal, like the good old "optical center," is something to keep in mind, but not to follow to slavedom. You doubt it? Then try to rephrase the seventh commandment positively.

GEORGE BATTEN COMPANY, Inc.

Advertising





they learn what they would mean to them. They teach prospects into wanting what they have to sell.

Starting with this teaching conception, the whole problem of bank retailing becomes simple. Teach people how to use a bank, and you sell them your service without effort. Make them understand and there will be no occasion for urging.

LIKE the picture Allen Upward creates in his book, "The New He explains that to "under-Word." stand" is to "stand under," and he describes how a father teaches his son to shoot a bow and arrow. Standing over the boy, he reaches down and shows him how to fasten the arrow against the string, pull the string back, and let go: how to shoot. Standing under his father, the lad understands.

The same sort of teaching is necessary if a bank is to succeed in any big way as a retail establishment, but it must teach very simply if the masses are to grasp the lessons.

Everybody in the banking world gasped when the Corn Exchange Bank in New York came out with its simplified statement, a statement that presented the various items in the bank's condition in terms that even a schoolboy could comprehend. The bankers gasped; but the public understood. One great mystery had been solved!

Yet, in spite of that lesson, the bankers of America have not as a class awakened to a full consciousness of the fact that even among their regular customers-merchants, manufacturers, professional men that go in and out of their banks every day—there are scores who don't know how to use the bank because they don't know what a trust department means or does; they don't know how to borrow money and use it advantageously in their business; they don't know what a certificate of deposit is, or the why of it; they don't knowwell, the list is too long. They just don't know much about what the bank as a retail establishment has to offer them with the exception of the few items that actual personal or business necessity has forced them to inquire about, or what they have bumped into. perhaps none too pleasantly.

It is the banker's fault that the public does not understand his wares. And in this public ignorance and diffidence lies the banker's great opportunityan opportunity for the individual bank and for the banking industry—to sell

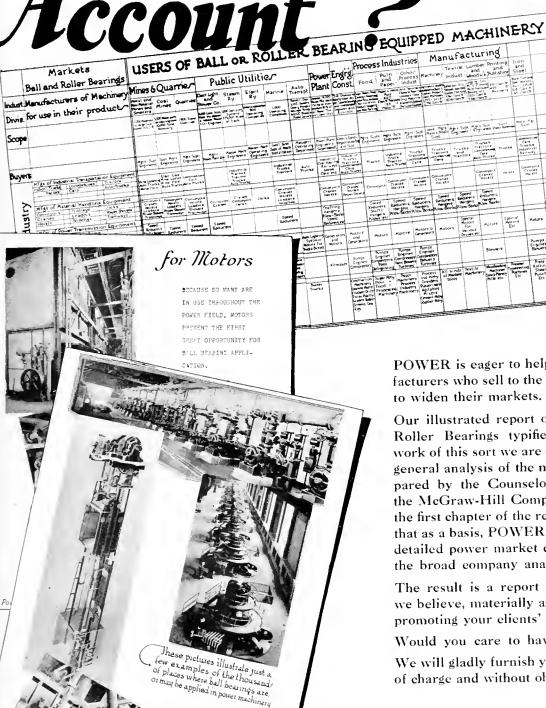
by teaching.

Some of the teaching can be done through bank advertising; some through talks before high-school and college classes, clubs, societies, etc. But the retail merchant in other lines has learned that neither advertising nor mass education will do it all: it takes face-to-face salesmanship actually to roll up sales. The banker must realize this. He must teach the men and women who frequent the bank the meaning of the strange signs they see around them. And he must make his merchandise understandable to them-

. B. P.

.. B.C.

# Have Vou a Ball Begins Account Schipped MACHINERY



POWER is eager to help all manufacturers who sell to the power field

Our illustrated report on Ball and Roller Bearings typifies the real work of this sort we are doing. The general analysis of the market, prepared by the Counselors Staff of the McGraw-Hill Company, forms the first chapter of the report. Upon that as a basis, POWER shows how detailed power market data fit into the broad company analysis.

The result is a report which will, we believe, materially assist you in promoting your elients' sales work.

Would you care to have a copy? We will gladly furnish you one free of charge and without obligation.

## OWE

A McGraw-Hill Publication Tenth Avenue at 36th Street, New York



# DIRECT MAIL that lingers...on the Library table

Have you tried to talk with a man whose attention wandered? Even the *spoken* message is lost!

So with advertising, the genius of copy writer, artist, layout man and compositor is marshalled to seize and hold attention. Dealer-to-Consumer Direct Mail advertising must do more. To win attention and linger on the library table, it must command respect and admiration as well. It requires the personal touch, the note of self-interest.

Electrograph plans, creates, produces and distributes highly *individualized* and *localized* Direct Mail. Client *evidence* shows that it gets sales action.

Electrograph Direct Mail goes—to the consumer—through the dealer—for the factory.

THE ELECTROGRAPH COMPANY
Home Office: 725 W. GrandBoulevard, Detroit, Michigan



Individualized Distributed

In librous, Electrograph Advertising Service Inc., Chicago, is licensed to operate under Electrograph patents,

understandable and attractive. A great deal can be done by teaching these things to the young people in the bank who come in direct contact with the public. Instead of letting these young men and women acquire a pleasurable sense of sophistication because they know the meaning of bank patter and financial terms, the aim should be constantly to simplify these terms and to encourage those who serve customers to talk to them in A B C's instead of X Y Z's.

■ HAVE mentioned the need of making. bank merchandise attractive. This can be done by the application of imagination: looking at the bank and its stock through the public's eyes. Take the item of interest. That comes put up in a number of packages. One of them is labeled "Thrift." That label isn't attractive. Visualize a packet of a thousand one-dollar bills with a placard reading "Thrift will bny this \$1,000." It would have little appeal. But the same packet of a thousand onedollar bills with a placard reading "This \$1,000 for sale for \$925.60 on easy terms—\$4.45 down and \$4.45 a week" has a definite appeal. It is selling by teaching. People can understand buying money on the installment plan-and they can be taught to want \$1,000 for \$925.60; but they won't buy an abstract banking conception wrapped up in a piece of cold tin foil called "Thrift."

It is the same with another item in the bank's line: Financial Independence—as an idea, that can't be sold. But people can be taught how to buy good bonds, perhaps paying two or three hundred dollars down on a \$1,000 bond and leaving the bond with the bank as collateral with a series of \$100 notes, payable one a month. That is a start toward financial independence, and that is selling by teaching how.

Every hour of the day there is some customer in every bank who, were one of the bank's executives to make it a point to mention a desirable bond that could be bought in this way, would not only consider it a favor, but feel flattered by the compliment—and buy.

As it is now, only a small group of people in any community really use the bank. The rest merely make deposits or eash checks—perfectly mechanical operations. Yet on every bank's shelves are items that they would buy if they were spoken to about them. Other retailers have learned the value of the "suggestion" sale; why should not the banker? He has something to sell that is of far greater benefit to his customers than mere merchandise, something that they all want and need. Why the diffidence about teaching them to buy it?

Considering selling as teaching, why should the banker let his customers continue to bark their financial shins, upset their self-respect and peace of mind on the rock of installment buying, when he could sell them these items of self-respect and peace of mind by showing them how to reverse in-

## The Ruling Mind of the Nation

HERE is a safely distinguishable quality of mind which is to be found at every income level, in every community, in every class and stratum of the population. It is never in the majority, but it is always in the ascendant. It sways opinions and renders the judgments of the community.

That quality is alertness.

By virtue of their alertness they are the first to grasp worthy new ideas and surest to remain loyal to what is sound, quickest to detect sham or puncture mere fads and likeliest to put genuine improvements into effect.

Because they are listened to with respect, and because their example is known to be worth following, the alert are privileged to determine what the great majority will do and wear and eat and use. They are the ruling mind of America.

Any manufacturer, whether of soup or soap or typewriters or motor cars, if he would succeed, must possess above all else the good-will of the alert at every income level and in every stratum of every community. A favorable public opinion means nothing more or less than the favorable opinion of the alert.

The Literary Digest is an achievement unique in American publishing because by circularizing every home that has a telephone it has created a medium that has mass circulation,

#### 1,400,000 COPIES PER WEEK

large enough to serve any advertiser, and it also has select circulation. It selects not on the basis of wealth or aristocracy but on the basis of alertness, because only the alert and progressive find The Digest interesting.

## The <u>Jiterary</u> Digest

ADVERTISING OFFICE:

CLEVELAND



#### Also Sells Those Who Never Read Your Advertising

Flexhume Electric Sign advertising at your dealers does more than direct to your retail outlets the prospects created by your national advertising.

Flexlume holdly displays the name of your product before all the pedestrians and motorists on the streets every day and night of the

Let us submit a sketch of your trade name or mark incorporated in a Flexlume-and explain a proven plan for inducing enthusiastic dealer cooperation. There's no obligation.

We also build exposed lamp and other types of electric signs for those who prefer or require them.

#### FLEXLUME CORPORATION

1460 Military Road

Buffalo, N. Y.



"You," said the architect, "are a manufacturer and you ask me how best to tell your story in print to the members of my profession. Very well. The backbone should be advertising in the architect's own journals, selected in accordance with the number of architects they reach. The right choice here is half the battle."

On request latest A.B.C. Auditor's Report new enlarged and revised edition of "Selling the Archi-tect" booklet latest statistics on huilding activity and data on the circulation and service of The Architectural Record, with sample copy.

|Net Paid 6 months ending December, 1925—11,537)

#### The ARCHITECTURAL RECORD

119 West Fortieth Street, New York, N. Y. Member A. B. C.

Member A. B. P., Inc.

stallment buying? It is perfectly possible for people to deposit their money first, installment by installment, until they have enough for that new car. meanwhile drawing interest on the money instead of paying it, and avoiding all service charges and embarrassment. It would take time to teach this lesson, but it could be started by taking it up in the bank's advertising, as the Bowery Savings Bank in New York has done in a small way, and by personal suggestion here and there. Admittedly the job is a big one, and the progress would be slow, but I believe the bankers of America have a definite responsibility in connection with this problem of installment buying. It is true, as Secretary Hoover says, that to keep people working they must be kept wanting, and the installment method of buying has some very real advantages. But it has some very grave defects as well, which would be overcome if it were reversed. To get people to thinking about reversing it is the first step in the teaching process, and, as such, in the process of selling them peace of mind and self-respect, rather than just an interest department passbook.

I have mentioned "answers" as one of the things a banker has to offer as a retailer. By that I mean answers to questions about money matters. Every department of the bank's service can be sold along with its "answers." some way will have to be found to humanize this item in the banker's stock. As it stands on his shelf today, it is labeled "Counsel," and it has a forbidding look. Nor is it inclusive enough. There are few questions on which people will seek "counsel" of their banks, but hundreds of questions they would like to ask, if they could step up to a counter and talk as they would to any other merchant.

ITHER as a cooperative activity sponsored by a group of bankers, or by individual effort, it is going to be necessary for bankers to throw themselves and their activities more definitely into what I always think of as "the stream of life" as it flows through people's minds; to make the merchandise they have to offer more interesting, more understandable, more coveted, by relating it more intimately to people's hopes and ambitions and experiences and needs. This can be done by individual banks through the various mediums of advertising, through the bank's literature, and through the personal salesmanship of the bank's entire organization; but before it can be done effectually, the officers and directors will have to see themselves more definitely as retailers. and get a fresh perspective on their own wares. Then they will have to study to get their banks onto the invisible Main Streets in the minds of the people of their community. And, lastly, they will have to turn teachers —teaching people to understand banking, to use their banks, and to regard them as friendly places in which they

# SPECIALIZE Your Appeal to Floridians

The people of Florida are cosmopolitan. They have come from all parts of the United States and are thoroughly representative. But—

The climate of Florida is so different from that of the rest of the country that this state is quite distinctive in its seasons and demands. When the Northern merchant is selling overcoats, snowshoes, anti-freeze mixtures and chilblain cures, the Florida merchant is selling straw hats, tennis shoes, bathing suits, electric fans and sunburn ointment. The general campaign aimed at the country as a whole, therefore, is not always appropriate for Florida.

Here during the winter months are approximately three million people with cosmopolitan tastes and more than average buying power. Here is a great and fast growing market.

To get the greatest possible results from this market, specialize your advertising appeal and use the special media that cover Florida most completely and economically—the Associated Dailies.

For information address:

Bradenton News
Clearwater Sun
Daytona Beach News
Deland Daily News
Eustis Lake Region
Fort Myers Press
Fort Myers Press
Fort Myers Press
Fort Pierce News-Tribune
Fort Pierce News-Tribune
Fort Pierce Record
Gainest-ille News
Gainest-ille Sun
Jacksonv-ille Florida
Times-Union
Jacksonv-ille Florida
Times-Union
Jacksonv-ille Journal
Key West Citizen
Key West Morning Call
Kissimmee Gazette
Lakeland Ledger
Lakeland Star-Telegram
Melbourne Journal
Miami Daily News
Miami Herald
Miami Tribune
New Smyrna News
Ocala Central Florida Times
Orlando Morning Sentinel
Orlando Morning Sentinel
Orlando Neporter-Star
Palatka News
Palm Beach Post
Palm Beach Times
Flant City Courier
St. Augustine Record
St. Petersburg Independent
St. Petersburg Independent
St. Petersburg Times
Sanford Herald
Sanford Times
Sansota Times
Sarasota Times
Stuart Daily News
Tampa Tribune
Winter Haven Florida Chief

## ASSOCIATED DAILIES Florida

510 Clark Bldg., Jacksonville, Florida

### Every Now and Then-

a publisher who seeks national newsstand distribution comes to us for help and we are not able to give it to him.

Yes, we can put books out on stands and our dealers will do their best-but the books just won't sell. Sooner than fall down on a job (and on our dealers) we turn down what some would term "business opportunities.

We should welcome the chance of discussing with you the advantages and economies of independent national newsstand distribution.

If you will write or visit our offices we will give you full data straight from the shoulder without obligation.

## EASTERN

DISTRIBUTING CORPORATION

45 Il est 45th Street, New York City BRYANT 1414



## House Organs

We are producers of some or the books allowed successful house organs in the country. Edited and printed in lots of 250 to 25,000 at 5 cents her name per month. Write at 5 to 15 cents per name per month. Write for a copy of THE WILLIAM FEATHER MAGAZINE.

We produce The Bigelow Magazine

The William Feather Company 605 Caxton Building, Cleveland, Ohio

#### Price Maintenance Counsel

J. George Frederick has had fifteen years of experience in shaping specific, practical plans for protecting price. He has also appeared before the Federal Trade Commission and other government bodies on the subject.

#### THE BUSINESS BOURSE

15 West 37th St. 37th St. New York City Tel.: Wisconsin 5067

In London, Business Research Service, Ltd.

like to "shop" and where everything they "buy" is beneficial to them and helps them get on in the world.

And then they will discover that, unwittingly, they have built great service institutions!

#### Magazine Publishers Hold Annual Meeting

The seventh annual meeting of the National Publishers Association was held at Buckwood Inn, Shawnee-on-Delaware, Pa., on Sept. 21 and 22.

Arthur J. Baldwin, president, presided at the business meeting, at which committee reports were presented and discussed. "Postal Rates and Legislation" was fully covered in a report by A. C. Pearson of the United Publishers Corporation. In a report on "Proposed Copyright Legislation," R. W. Allen reviewed the developments leading up to the efforts now being made to have the copyright law of 1909 amended. B. A. Mackinnon of Pictorial Review Company submitted a report on the status of the effort being made in Canada to place a duty on American magazines entering Canada.

The following officers were elected for the ensuing year:

President, Arthur J. Baldwin, New York, N. Y.; first vice-president, A. D. Mayo, Crowell Publishing Company, New York, N. Y.; second vice-president, P. S. Collins, Curtis Publishing Company, Philadelphia, Pa.; secretary, F. L. Wurzburg, The Conde Mast Publications, New York, N. Y.; treasurer, Roger W. Allen, Allen Business Papers, New York, N. Y.

There were also elected five members to the board of directors for the term of three years expiring September, 1929, as follows:

1929, as follows:
R. J. Cuddihy, Literary Digest, New York, N. Y.: E. Kendall Gillett, People's Home Journal, New York, N. Y.; A. C. Pearson, United Publishers Corporation, New York, N. Y.; W. II. Warner, McC'all's Magazine, New York, N. Y.; C. J. Stark, Penton Publishing Company, Cleveland, Obio Ohio.

Other members of the board of directors of the National Publishers Association are as follows:

sociation are as follows:

Ernest F. Eilert, Musical Courier, New York, N. Y.; Charles Dana Gibson, Life, New York, N. Y.; Guy L. Harrington, Macfadden Publications, New York, N. Y.; Charles F. Jenkins, Farm Journal, Philadelphia, Pa.; C. II. Hathaway, International Magazine Company, New York, N. Y.; E. A. Mackinnon, Pictorial Review, New York, N. Y.; Henry W. Newhall, Modern Priscilla, Boston, Mass.; Graham Patterson, Christian Herald; M. C. Robbins, Adventising & SELLING, New York, N. Y.; A. W. Shaw, A. W. Shaw Company, Chicago, Ill.

The two-day golf and tennis tourna-

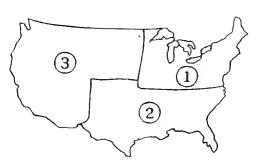
The two-day golf and tennis tournaments brought out keen competition for the various cups and prizes.

Prizes in golf were won by: Prizes in golf were won by:
John C. Sterling, McCall's Magazine;
M. C. Robbins, Adventising & Selling;
Henry W. Newhall, Modern Priscilla: Merle
Thorpe, Nation's Business; Floyd W. Parsons, Gas Age-Record; E. F. Wilsey, McGraw-Hill Company; G. O. Ellis, American
Eoy: W. L. Daley, American Publishers
Conference; E. Kendall Gillett, People's
Home Journal; Eugene Kelley, Musical
Courier; W. B. Warner, McCall's Magazine;
B. A. Mackinnon, Pictorial Review; George
C. Lucas, National Pub. Ass'n: L. W.
Keyes, Pictorial Review; Frederic W.
Hume; Mrs. Ralph K. Strassman.
Tennis prizes in the singles were

Tennis prizes in the singles were won by Hunter Leaf of Pictorial Review, and in the doubles by Hunter Leaf and George C. Lucas.

## An International Advertiser Needs 3 Exceptional Men

Here's A Real Job for a Combination Copywriter-Marketing-Idea Man Can You Fill It?



An international advertiser needs three men to fill a new field with their organization. They must be men who can write advertising copy of a high order as well as assume the responsibility for spending, to the best advantage, the Company's advertising appropriation in certain definite territories.

These men will be directly responsible to the President of the Company and thus have unusual opportunity for advancement as a result of demonstrated ability. Moreover an attractive arrangement for stock ownership will be made, if desired. While the present activities of this organization are world-wide, they plan still greater expansion, possibly by adding new products to their line or by absorbing other companies.

If you qualify you will first become familiar with the Company's product and its present and past methods of advertising and selling. You will then become familiar with your territory and its advertising media through travel, study and analysis. After that you will be required to submit plans and write copy and also to be able to follow up and check the results of this work.

You will be given every opportunity to show your own ability, yet you will also have the help and co-operation of our Client's Advertising Agency.

As our Client adds new products, you will be called on to make market surveys, present merchandising plans, ideas for packages, write the advertising and recommend the media to be used.

The nien desired are Christians, probably over twenty-five, yet under forty—college graduates preferred. They must now be writing copy that sells, but they have possibly never had quite such an opportunity for advancement as these positions offer. The type of men our Client wishes to secure have a vision beyond mere pay checks. They will probably start at just what they are now earning and be glad to do so because of the future that these positions will be practically sure to develop.

No references will be consulted without your permission, or until after you have been granted a personal interview.

Our Client's present staff all know about this advertisement.

Write Mr. W. A. Lowen, Vocational Bureau, Inc., giving such information about yourself as will warrant an interview.

Vocational Bureau, Inc. 110 West 40th Street New York City

NOTE: The Company seeking these men is paying the Vocational Bureau's placement service fee. No charge will be made to applicants.

CHARLES W. HOYT COMPANY

Incorporated
116 West 32d St., New York
Boston and Springfield, Muss.
Winston-Salem, N. C.

PLANNED ADVERTISING Reg.U.S.Pat,Ou

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## Marketing Building Materials

[CONTINUED FROM PAGE 20]

for unloading materials from railroad

ing outlay in plant stock and staff of, fully operate at a profit only within a say, a chain of grocery stores which does an average of \$50,000 yearly in an average floor space of approximately 30 x 60 feet, with two elerks.

The building material dealer's stock is complex and advertised specialties are multiplying fast. Glance hack at think of the duplication of brands ining, eight trade-marked wallboards, ten trade-marked cements. These are sufficient to make our point of brand duenumerate.

tied up with the dealer's reselling problem. Let us look at this for a moment, and take the case of the mason material dealer.

The artisans who consume, by using them in home building, the building materials he sells are as follows:

Plasterers and cement finishers. 45,876 United States Census

Brick and stone masons....

United States Census

ing materials are in the main carpenters, of whom there are 887,379 according to the U.S. Census.

The significance of this is that, accepting the U.S. figures as a reflection of the situation in any town, a strictly mason material dealer has one customer, a building material dealer

There is another customer, too, whom the mason material dealer can, in a measure, sell, i.e., the concrete products manufacturer.

Or, if, as in the majority of cases, a building material dealer has a "mason material department," he has a total of nine customers of his own, plus a chance to sell to the one legitimate customer of the strictly mason material dealer of the town.

According to the Portland Cement Association estimate there are five to six thousand of these.

So much for the distributive points available to building materials of allkinds.

The consumption of these materials is accounted for, in the main, by five major projects: Road building (inments; homes.

The Eastern Millwork Bureau, a competent authority, states that a Compare this with the merchandis- building material dealer can successradius of ten miles from his yard.

To relate the problem of profitably selling building materials to the arrangements for their consumption in home construction, let us look at the problem of an average dealer.

For this purpose let us take the town the list of major items carried and of Lindsfield (an assumed name, of course). It has a present population volved. We can think offhand of eight of 36,124. Allowing five persons to a trade-marked brands of prepared roof- home, this means 7224 homes (assuming all families to be living in separate homes).

The town has an area of 10.2 square plication; the entire list is too long to miles. Suppose one-third of its area is devoted to streets and pavements.

This leaves approximately seven THEIR consumption is intimately square miles to be covered with all types of buildings: industrial, commercial, apartment buildings, and individual homes.

As Lindsfield is a big home section, probably eighty-five per cent of its total building area will be devoted to homes. This means 5.95 or, say, 6 square miles.

Assume the average home plot to be 40 x 100 feet.

This means there are 26,802 plots of this size on which homes can be erected.

Now if all homes to be built in Linds-The artisans who use all other build- field were to go on plots 40 x 100, the market for the mason material dealer and the building material dealer from now on would be 26,802 or (less 7224 already erected) 19,578.

Obviously, this is only an assumption, but I have used this reasoning to focus on the thought that there isalways is-some point at which the (not carrying mason materials) eight. forward looking dealer can say "That's all there is. There isn't any more.'

> WANT to disclaim any impression that I hold the conviction that the average building material dealer has the ability, or takes the trouble, to make any such analysis of his potential sales.

> What I do say, however, is that he is pressed by the fundamentals underlying these conditions. He knows them in a vague way, but he is not very well equipped to overcome them or adjust his business to their movement.

Just for a moment let us turn to the homes that are wanted. Lindsfield will have its neighborhood trend, and while it isn't safe to generalize, perhaps I can venture to say that in towns such as this there are three main cluding pavements); industrial struct types, or price ranges, of homes: type tures; commercial structures; apart- one selling from \$6,000 to \$7,000; type two, \$12,000 to \$15,000; type three,

#### INDEPENDENCE

INDEPENDENCE of spirit never fails to be recognized, whether in a newspaper or in an individual. By the way a man talks, acts and speaks the whole world knows whether he is captain of his own soul. And, similarly, by the very content of a newspaper, in its editorial opinion and its treatment of news, all who read may easily know whether that newspaper is the product of independent editing or whether it is guided by an unseen hand.

RECOGNIZING that independence is the very foundation stone of successful journalism, the Scripps-Howard organization leaves to the individual editors of its twenty-four newspapers complete control of what appears in their columns. They are responsible only to the traditions of honest, fearless journalism on which these newspapers were founded.

N THIS independence has been builded the confidence of more than a million and a half families in twenty-four cities throughout the United States. In Scripps-Howard newspapers they find that spirit which reflects the life and ideals of their

own communities, the sane and liberal attitude toward national policies, a freedom from logrolling, and an absence of hidden motives.



MIS editorial independence. by its very nature, must of necessity be based upon financial independence. The Scripps-Howard newspapers are completely owned within their own organization. But more than that: the editor of every Scripps-Howard newspaper is a partner in the ownership of his paper. Financial independence of each Scripps-Howard newspaper is a

guarantee against outside influence.

THE conduct of Scripps-Howard newspapers since 1879 has proved conclusively that independent journalism, rightly conducted, can be a stable and prosperous institution. Scripps-Howard newspapers have grown, are growing, constantly in power, influence and circulation.



### SCRIPPS-HOWARD NEWSPAPERS

Cleveland (Ohio).........Press

MEMBERS OF THE UNITED PRESS

ALLIED NEWSPAPERS, INC. Notional Representatives 250 Park Avenue, New York, N. Y. Chicago Scottle Cleveland

San Francisco Detroit Los Angeles \*Kentucky edition of the Cincinnati Post. BRITISH ADVERTISING'S GREATEST REFERENCE WORK



100,000 QUERIES CON-CERNING BRITISH ADVERTISING SWERED IN ONE BIG VOLUME.

November 30th, 1925, was the date of publication of the first Great Reference

publication of the first Great Reference Work covering every branch of British Advertising—the BRITISH ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK 1925-26.

This volume gives for the first time information and data needed by all advertising interests concerning British advertising, British markets and British Empire Trade. You can turn to its pages with your thousand and one advertising questions concerning any phase of British advertising, media and methods—and know that you will find accurate and up-to-date answers. answers.

You will see from the brief outline of contents adjoining, that this ANNUAL is really four books in one. It contains: a Series of Directories and complete Reference Data covplete Advertising Textbook covering the latest developments in British advertising—and the Official and Full Report of the First All-British Advertising Convention held this year

ering every section of British adplete Advertising Textbook coveinte Official and Full Report of the Atlancage.

The 12 Directory Sections and the many pages of Market Data and Research Tables will alone be worth many times the cost of the book to those American Advertising Agents, international advertisers, newspapers and magazines, who are interested in advertising in Great Britain, in British and Colonial markets, or in securing advertising from in securing advertising Great Britain.

For instance, here are given the

on securing advertising from Great Britain.

For instance, here are given the 1,100 leading newspapers, magazines and periodicals in Great Britain and the Empire—with not only their addresses and the names of their advertising managers, but with a complete schedule of all advertising rates, page and column sizes, publishing and closing dates, circulation, etc. Nothing so complete, comprehensive and exhaustive as this has ever before heep produced in any country. In the Market Survey Section likewise there are thousands of facts, figures and statistics given in the various Tables and Analyses.

The working tools of any American advertising man who is in any way interested in British markets or in British advertising cannot be complete without this great work of reference. It answers any one of 100,000 specific advertising queries at a moment's notice; it gives to advertisers and advertising men a book of service that they can use and profit by every day of the year. Nearly 500 pages—59 separate features—more than 3,600 entries in the directory section alone, each entry containing between 5 and 25 facts—1,700 individual pieces of market data—full resports of all events and official resolutions and advertising and solling expecting and services and papers, each by a recognized advertising methods, media and men up to the minute. A year's labour on the part of a staff of able editors—the result of more than 14,000 separate and individually prepared questionnaires—the combined editors—the result of more than 14,000 separate and individually prepared questionnaires—the combined editors—the result of more than 14,000 separate and individually prepared questionnaires—the combined editors—the result of more than 14,000 separate and individually prepared questionnaires—the combined editors—the result of more than 14,000 separate and individually prepared questionnaires—the combined editors—the result of more than 14,000 separate and individually prepared questionnaires—the combined editors—the result of more than 14,000

#### CONTENTS—In Brief

#### Nearly 500 pages, large size, crammed with data, facts, ideas.

First.—A Complete Advertising Text-Bnok on the Advertising Developments of the Year; Methods, Media, Men, Events. 22 chapters, 25,000 words—a complete Business Book io itself.

Facenad.—Market Survey and Data and Research Tables—as complete a presentation as has yet been given in Great Britain of how to analyse your market, how to conduct research, how to find the facts you want, how and where to launch your campaign and push your goods—together with actual detailed facts and statistics on markets, districts, population, occupation, etc., etc.

on markets, districts, population, occupation, etc., e

Really Four Works in One-A Facts—The Thousand Hundred All-in Advertising Compendium.

Sign this Coupon	and Post it To-day-
To The Publishers of and Convention	British Advertiser's Annua Year Book, 1925-26,
Bangor House, 66 & 67	

London, E. C. 4 Please sond me one copy of the "BRITISH ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK 1925-28" postpaid by return. I enclose herewith \$4.00 in full payment

Name	٠	٠	٠		٠	٠	•	٠				٠	•	•	•			٠	•	٠	•	•	•	•	٠	
Address					 																					,

from \$18,000 to \$25,000, and up.

Type one will be built almost entirely by speculative builders. It will be, in the greatest percentage of cases, of frame construction.

Type two will in part be built by speculative builders, the majority of frame construction and some of stucco.

Type three will in part be built by speculators and in part on orders from home builders. Some of the houses will be frame—perhaps thirty to forty per cent-some brick, some stucco, etc.

In Lindsfield, as in most towns, the real selling of homes, such as it is, is done by the speculative builder. One authority estimated that seventy per cent of the homes sold are sold by this method. The speculative builder is, in most cases, a carpenter-contractor.

A word in definition of this term:

Most building contractors, speculative or otherwise, are competent car-penters. This is logical because most houses are built of frame.

A contracting organization, such as it is, is mainly a crew of carpenters. When the contractor builds a masonry, or part masonry house he sublets this portion of the work.

That means that most of the contractors actively after home building busi-

ness are carpenters.

This fundamentally affects the building material dealer and the mason supply dealer in Lindsfield, for instance, in this way:

Lindsfield has two dealers-Wentworth (branch), selling building materials and mason materials, and the Lindsfield Coal and Lumber Company selling building materials and mason materials. There is also to be taken into consideration the operation of some of the Elkstown (a neighboring community) dealers where Lindsfield touches on their territory.

CINCE most of the contractors are Carpenters, the building material department of each of the dealers has eight customers (carpenter-contractor) to the one customer (mason-contractor) of the mason material department.

Or another way of looking at it is that the building material department Wentworth and the Lindsfield Coal and Lumber Company have, through contractors, eight times the chance to move their stock as against one contractor active in moving the stock in the mason material departments. This brings about a fight between the two types of materials.

The dealer's problem of business getting has been expressed by Mr. Lucas, the executive head of the Eastern Mill-

work Bureau, who says:

"It is of little use-to give a salesman a list of prices and tell him to go out and get business. Do that, and ten to one the \$50,000 worth of business that he needs a year to support him will be got from the other fellow, and mostly

on 'cut prices'."
"There are", as Mr. Lucas says, "only two ways to 'create' business in

the building material field:



## Tell It to Sweeney!

## —the great surrounder

ONE day last winter, Bill Dixey, dean of department store advertising in our shop, brightened the fifth floor with a new hat. It was a different hat, a derby. It came in for comment, caustic and otherwise, from the gang in our place, who decide what the well-dressed man wears. Two days later Art Slattery, whose caputal circumference is about equal to Bill's, tried on the derby, looked in a glass, and lo!—two days later there were two derbies in our office. Ted Davidson broke out with a third and joined the procession. A week later the procession had become a parade, with eight adherents of the hard headgear. Thereafter, any member who essayed to shy a brickbat, verbal or otherwise, at the sombre sconcepiece was in for a scrimmage. Public opinion in our office had established a style, surrounded the scoffers.

Here is another instance: Last fall Tommy Cochrane, our manager of local advertising, decided to buy a car. Most of his automotived associates rode in and rooted for the Buick. So Tommy was sold on Buick. But with characteristic thoroughness he decided to select for himself. He looked over the Chevrolet and opined audibly that it was a good buy. Friend the first urged against snap judgment at Tommy's time of life and laid down a Buick barrage. Stubbornly, Cochrane had a Chrysler demonstrated. He

thought that was a good car until friends two and three made detailed comparisons with the Buick. Studebaker came next. Tearfully, two more friends asked him if the word of a strange salesman was to be weighed against their time-tested advices. An Overland salesman got busy and brought the matter to the final fountain-pen stage; whereat two of the Buick boosters phoned Mrs. Cochrane and appealed for her official veto. So after three months of serious consideration of several makes, Tommy bought a Buick-because he was afraid to buy anything else! Surrounded by Buick convictions!

Out in the suburb where we sleep and catch trains, if you consider buying a car it must be a Chrysler or Packard—or you're just plain crazy. You don't have to ask the man who owns one. He bores you on his own initiative. And we know another village where the only excuse for not owning an Overland is a Pierce-Arrow. You are surrounded with approval for these cars; they sell by conviction.

By this time you probably get what we mean. N. K. McInnis, of N. W. Ayer & Son, stated the idea most satisfactorily some time ago, about as follows: You make some sales with salesmen, and some with advertising—but most sales are made by surrounding the prospect.

If we do not altogether rely on others' opinions, we at least lean slightly toward them. We prefer a responsibility that is shared by others. We set our standards by what others know and believe. The Rolls Royce would be only an overpriced automobile if every street-sweeper didn't know what it represents!

Surrounding the prospect is the surest method of salesmaking. And surrounding the prospect with advertising is the only substitute for usage. No matter how limited your actual immediate prospects, advertising that sells everybody is profitable because it serves to surround the prospect with convictions.

Manufacturers of electrical refrigerators, for instance, complain that the New York market is hard for them because home-owners are comparatively few, and landlords must be reached to make sales. Well, how better can they reach landlords than through tenants? If every apartment dwelling Mrs. Sweeney is sold on iceless refrigeration, is shown a way to save money and banish the landlordselected iceman, electrical refrigeration will sweep New York. The landlord will only be sold by the clamor of his customers and the crowding of his competitors.

THOUSAND similar instances of A sales opportunities through mass advertising might be cited. And, whether you are selling eighty thousand dollar emeralds or an eight-cent soap, The News has a particular utility, an unique influence and unusual economy as a selling force in the New York market. With more than a million daily circulation, 95 per cent concentrated in city and suburbs, it reaches more actual prospects for anything than any other medium in this market and surrounds those prospects most comprehensively. Your advertising in The News makes up minds by millions! And the small page and small paper assure the advertising being seen, obviates waste, increases advertising efficiency. Tell it to Sweeney, the average family in New York, through The News-mass circulation that includes all classes, covers all neighborhoods, approaches all prospects, in the only medium adequate to the market. Get the facts!

Have you read the rest of the Sweeney series? A request on your business letterhead will bring them. THE **NEWS** 

New York's Picture Newspaper

Tribune Tower, Chicago 25 PARK PLACE, NEW YORK

## Your Salesmen

should have as good tools as these-



GEM BINDERS are built right to hold Testimonial Letters. Sales Bulletins, Photographs, Price Sheets and similar material. GEM BINDERS aid the Salesman in conveying that Good First Impression.

GEM BINDERS are not just covers, they are expanding loose leaf binders fitted with either our patented flexible staples, binding screw posts or paper fasteners.

They are easily operated, hold their contents neatly and compactly, fit nicely into a traveling man's brief

GEM BINDERS in Style "GB" are covered with heavy quality Art Fabrikoid; they can be washed, if necessary, for the removal of hand stains, without affecting the surface color or finish of the material.

May We Submit Specimens for Inspection Purposes?

#### THE H. R. HUNTTING CO.

Worthington Street SPRINGFIELD, MASS. "1. To induce people to build new

"2. To induce them to spend money remodeling old homes."

Manufacturers of huilding materials ean help. The average dealer's salesman is not equipped to "create" more trade, and it is in this end of the business that a live lumber dealer welcomes aid-but, as one dealer recently told

"If you are coming into my territory to develop business, I'll give you three don'ts to observe if you want to gain my goodwill:

'1. Don't get too enthusiastic about the 'super' qualities of your product in talking to home owners. Remember I have to live with them 365 days a year.

"2. Don't strong-arm home owners or contractors into using your product for something on a job that it is unfitted

"3. Don't attempt to sell your product direct to my customers when I've already got them satisfied with a similar line.

What the dealer really meant was: "Step into my shoes. See this business and its problems through my eyes for awhile instead of your own. Then follow your common sense and you will see that the thing that is to my interest as a dealer is to your interest as a manufacturer who sells through me and men like me.'

#### Financial Advertisers' Association Holds Annual Election

At the eleventh annual convention of the Financial Advertisers' Association held recently at Detroit, the following officers were elected: President, C. II. Henderson, Union Trust Company. Cleveland; first vice-president, II. D. Hodapp, National City Bank, New York; second vice-president, Kline L. Roberts, Citizens Trust & Savings Bank, Columbus, Ohio; third vice-president, C. H. Wetterau, American National Bank, Nashville; treasurer, E. A. Hintz, Peoples Trust & Savings Bank, Chicago, Clinton F. Berry, assistant vice-president of the Union Trust Company, Detroit, was made a member of the commission representing the association in the International Advertising Association.

#### Y. M. C. A. Holds Course in Advertising

On Oct. 5 the twenty-second annual session of the advertising class was organized at the Twenty-third Street Y. M. C. A. Schools, New York. The class has the distinction of being the oldest advertising class in the country. having been founded twenty-two years ago by Mr. Frank LeRoy Blanchard. Under his successor, Mr. Basil H. Pillard, the course will aim to achieve a balance between theory and practice. Half a dozen lecturers will assist Mr. Pillard.

#### T. S. Y. L. T. T. and O. H.

Harvey Manss, advertising manager of the Andrew Jergens Company (famous skin - you - love - to - touch creators) writes that their first page for Castolay Soap, in July Oral Hygiene, brought 720 enquiries.



#### ORAL HYGIENE

Every dentist every month 1116 Wolfendale Street, N. S. PITTSBURGH, PA.

CHICAGO: W. B. Conant, Peoples Gas Bldg., Harrison 8448 NEW YORK: Stuart M. Stanley, 62 West 45th St., Vanderbilt 3758 ST. LOUIS: A. D. McKinney, Syndicate Trust Bldg., Olive 43 SAN FRANCISCO: Roger A. Johnstone, 155 Montgomery St., Kearny 8086

Sweater News Knitted Outerwear Underwear & Hosiery Your Consumer Campaign

for Sample Copies address:

with Trade Publicity

KNIT GOODS PUBLISHING CORP.

93 Worth Street New York City 93 Worth Street 

Worth of Merchan-dise Sold by Letters \$124,342.25

At a Cost of Only \$2,552.24 A copy of the letter sent you free with a 212-page copy of POSTAGE MAGAZINE for 50c.

POSTAGE tells how. Send this ad and 50c.

POSTAGE, 18 E. 18th St., New York, N. Y.

## A·B·C·Week Chicago Oct.18 to 23

The 13th Convention of the

A·B·C

(AUDIT BUREAU OF CIRCULATIONS)

will be held at the

## Hotel LaSalle Chicago

October 21st & 22nd
NINETEEN TWENTY SIX

Divisional Meetings-Oct. 21st Annual Meeting-Oct. 22nd



will be held on the night of October 22nd
at the

Hotel La Salle

Make Reservations Early





Rate for advertisements inserted in this department is 36 cents a line-6 pt. type. charge \$1.80. Forms close Saturday noon before date of issue. Minimum Saturday noon

#### Position Wanted

#### A SALES PROMOTIONIST

With two years' experience in 4-A Agency, and five years of planning, writing and producing direct-mail, publication, display and dealer advertising for two leading manufacturers. Highly successful editor of house magazines. A record of effective personal selling of advertising plans and ideas. For the manufacturer wishing a man to devise effective sales promotion and advertising plans and sell them to his organization and customers-or for the agency wishing a seasoned executive for plan, copy and contact, this man will bring a keen intelligence, ability to cooperate effectively and a wide experience. He is now employed as advertising manager but is more interested in the opportunity being unlimited than in a large initial income. He is married, 36 years old, college educated, Christian. For an interview address Box No. 416, c/o Advertising and Selling, 9 E. 38th St., New York City, N. Y.

Willing worker with grit and originality, wants position with advertising agency or advertising, production or sales department of mercantile concern. American, 29. College and advance courses on Advertising. Six years' experience in letter writing and selling (not space). Am the kind that would rather do work in which I am interested than to be continually entertained. Will stick with right concern. Low starting salary. Address Box No. 423, Advertising and Selling, 9 East 38th St., New York City.

#### Help Wanted

#### WANTED

ADVERTISING SERVICE EXECUTIVE By High-class, well-established advertising service corporation. This position offers an excellent opportunity for growth with a young, rapidly developing organization in the Middle West.

The man we desire is twenty-five to thirty-five years of age; college man with agency experience preferred; energetic, industrious, versattle, and able to produce a good volume of clever, punchy, attention-compelling copy.

Kindly submit full details of personality, ex-perience and present earnings, with samples of work.

Applications treated with strict confidence and no investigation made without permission.

Addres: Box 415, care of Advertising and Selling 9 E. 38th St., N. Y. C.

Exceptional idea and copy man wanted. See page 77.

#### Help Wanted

#### PUBLICITY PRODUCTS

Advertising Specialty Salesman, character, ability, address; all advertising specialties; prolific field; liberal commission, fullest cooperation free lance and side line men. Litchfield Corp., 25 Dey St., New York.

#### PRINTING SALESMAN WANTED

Printing Salesman, experienced, with some established trade, wanted by medium sized but completely equipped plant. To an aggressive worker we will assure full cooperation and a high percentage of returns on quotations. Here is an worker we will assure tull cooperation and a mgn percentage of returns on quotations. Here is an unusual opportunity to build up and maintain a high sales volume, on the basis of good work at low prices. Salary or drawing account. Write for interview. Box 424, Advertising and Selling, 9 East 38th St., New York City.

#### Representatives

#### SOME MAGAZINE PUBLISHER NEEDS OUR SERVICE

Systematic and intensive work combined with a Systematic and intensive work combined with a large acquaintance among advertisers and agencies is required to secure business for the best magazines. We are prepared to do such work for a good growing publication. Address Box No. 419, Advertising and Selling, 9 East 38th St., New York City.

If I were a publisher's representative in either New York, Chicago, Cleveland, Pittsburgh, Philadelphia, Kansas City, St. Louis or Detroit I would surely add this established Pacific Coast industrial weekly newspaper to my list. They have sufficient advertising prospects in each of these districts to build a permanent monthly income. Box 425, Advertising and Selling, <sup>9</sup> East 38th St., New York City.

#### Multigraphing

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC. 120 W. 42nd St., New York City Telephone Wis. 5483

#### Miscellaneous

#### BOUND VOLUMES

A bound volume of Advertising and Selling makes a handsome and valuable addition to your library. They are bound in black cloth and die-stamped in gold lettering Each volume is complete with index, cross-filed under title of article and name of author making it valuable for reference purposes. The cost (which includes postage) is \$5.00 per volume. Send your check to Adversing and Selling, 9 East 38th St., New York City.

### "GIBBONS knows J. J. Gibbons Limited, Advertising Agents MONTREAL CANADA"

WINNIPEG

#### What Happens When a Currency Goes to Pot.

[CONTINUED FROM PAGE 28]

palatable than one gets in America for twice the prices named.

More than once, during our stay in Belgium, we visited the market which is to be found in every Belgian town and city. These are the prices asked for various food products:

Eggs—36 cents a dozen. Butter—34 cents a pound. Potatoes—40 cents a bushel. Lettuce—114 cents a head. Cabbage—2 cents a head. Tomatoes—2% cents a pound. Chickens-45 to 65 cents. Mutton-12 cents a pound. Pigeons—35 cents a pair.

(Prices were not quoted in our currency, of course, nor were they figured on a "per pound" basis. In Belgium the standard of weight is the "kilo" — 21/5 pounds. Potatoes, for example, are usually sold for so many francs per 100 kilos-220 pounds. Beans and carrots are sold by the kilo; celery, rhubarb and radishes by the "botte" (bunch); eggs by the "piece."

IKE almost all Europeans, Belgians are fond of wine and beer. Both can be had at prices which are exceedingly low. A glass of beer costs three-fourths of a franc-about 313 cents-at highclass cafes and restaurants, and half a franc-214 cents-at middle and lowerclass drinking-places. A large bottle of St. Julien costs 31/2 francs—less than 16 cents; a bottle of St. Estephe can be had for 19 cents.

But it is not only in the matter of things to eat and drink that prices in Belgium are astonishingly low. Think of being able to buy a knitted wool dress for less than five dollars; a pair of field-glasses for seven dollars; a razor of the best steel for \$1.10; Eau de Cologne for 20 cents a bottle; knitted silk neckties for 28 cents; ladies' shoes for \$1.40 a pair; a filter for making coffee for 52 cents; a fur neckpiece for eleven dollars! Think of being able to buy for \$6.30 a ticket which permits you to travel, for fifteen days, as often as you like over the State railways of Belgium, which have a total length of 2759 miles! Think of being able to buy a suit of evening clothes for \$21! Of being able to purchase cigarettes made in England for less than half the price at which they are sold in London! Of being able to buy a magnifique divan-a magnificent sofa-for \$10.50; or a seven-piece salon suite for less than \$30! Think of these things, I say, and you will have some idea of what is going on in Belgium at the present time. Day after day the value of the Belgian franc falls. Low as it was this morning, it is almost a certainty that it will be lower tomorrow morning. What it will be next week or next

## The Work They Do and Where They Live

 $\mathcal{A}$  booklet with the above title is now in the mail addressed to advertisers.

In "The Work They Do and Where They Live," 183 occupations are listed and divided as to Executives and Subordinates and then we tell you where they live and whether or not they have a telephone.

The Digest sends circular matter (no canvassers are employed) to twenty million names and out of this list we have drawn the alert at every income level. No one else has ever done such a job of sifting names. There is no other process just like ours, because only alert and active people are interested in The Digest.

No premiums or inducements are given to a renewal subscriber. We sell only one year at a time, and every twelve months subscribers must prove their interest by paying us \$4.00 per year or 10 cents per copy. Therefore, we can truly say that "a Digest subsciber 1s a Digest reader."

If a copy of the 1926 edition of "The Work They Do and Where They Live" does not reach you, write for it to

## The Literary Digest

Advertising Offices:

NEW YORK, 354-360 Fourth Ave. CLEVELAND, Union Trust Building BOSTON, Park Square Building DETROIT, General Motors Building

CHICAGO, Peoples Gas Building

WHEN the requirements of a piece of copy are made clear to us, in nine cases in ten it comes out right the first timeand it costs no more!

Write for booklet

#### E. M. Diamant

Typographic Service CALedonia 6741 195 Lex. Ave.

88



#### CATCH THE EYE!

Liven your house organs, bulletins, folders, cards, etc., with eye-gripping cuts—get artwork at cost of plates alone. Send 10c today for Selling Aid plans for increasing sales, with Proof Portfolio of advertising cuts.

Selling Aid, 808 S. Wabash Ave., Chicago

Bakers Weekly A.B.C.-A.B.P. New York City New York OFFICE—45 West 45th St. CHICAGO OFFICE—343 S. Dearborn St. Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

Jewish Daily Forward, New York

Jewish Daily Forward is the world's largest Jewish daily. A.B.C. circulation equal to combined total circulation of all Jewish newspapers published. A leader in every Jewish community throughout the United States. A Home paper of distinction. A result producer of undisputed merit. Carries the largest volume of local and national advertising. Renders effective merchandising service. Kates oo request.



Folded Edge Duckine and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Displays

THE JOHN IGELSTROEM COMPANY Good Salasmen Wanted Massillon, Ohio



Paldished fwice-a-month

Bakers' Helper has been of practical service to lakery owners for nearly 40 years. Over 7.5° of its renders renew their subscriptions by mail.

York Office 131 S DEARBORN ST., 17 E. 42nd St. CHICAGO, II L.

month, nobody knows. "Turn everything into eash" seems to be the policy of Belgian merchants. And every day, I was told, those same merchants take the money which was paid in to them the day before and with it buy English pounds and American dollars-practieally the only stable currencies in the world.

Some day, of course, Belgian currency will be stabilized. But until that happens, real money-and by real money I mean the English pound and the American dollar-will go further in Belgium than anywhere else on

Thank the Lord, we in America have escaped the evils of an inflated cur-

#### Industrial Testimonial Advertising

[CONTINUED FROM PAGE 25]

to surmount or batter down. Today, as never before, a bulwark is needed to hold trade, and this bulwark is one that resists persuasion, price advantage and, to a certain extent, even facts. Facts when accepted as facts will batter down pride, but a biased mind makes a formidable obstacle.

I have seen testimonial advertising go further than this and actually ereate enthusiastic users out of dis-

gruntled customers.

One of our customers was using a piece of our equipment on a very unusual job, and I went to him in search of a story and some pictures. Within sixty seconds after I sent in my card I heard a bull-like rumble from the inner office that resolved itself into: "Send that guy in, I want to see him!"

I entered, rapidly reviewing any possible sins of omission or commission on our part.

"Sit down," he said, about as cordially as a rural traffic judge.

He pulled a letter file from his desk and shoved it across to me.

"There's a carbon of my letter stating that I would have none other but a --- control on this machine; and there's the reply from your company stating in black and white that they would furnish it. Now, will you tell me why in hell you sent that machine down here with a blankety-blank control that had to be pulled off the second day and replaced out of our own pockets?"

"Somebody slipped," I replied, casting about for a port in the storm.

"You're darn right they did, and I'm telling you right now-'

After he got through I told him it was just a shop error and that everything would be taken care of, mingling my tears with his over the mistake and the resulting annoyance. Finally, when we grew sufficiently convivial, I broached the subject of my visit.

"By the way, you are performing some unusual work with your machine. The trade papers would be glad to get hold of a story and pictures on it.

#### "99% MAILING LISTS"

Stockholders—Investors—Individuals—Business firms for every need, guaranteed—reliable and individually compiled.

There is no list we can't furnish anywhere. Catalogue and information on request.

NATIONAL LIST CO. 849A Broad St.

Newark, N. J

Subtlety is effective in its proper place, but *only* in its place. If you wish to fill a vacancy or increase your staff-don't be enigmatic, let the Market Place shout vour wants.

> Look at Page

What we would like to do is to put a full-page ad in next month's issue of *Engineering News-Record*, telling them all about it."

"Well," he admitted, "I think I have slipped over a fast one by putting a machine of this type on the job, and I don't mind your telling the world about it."

The battle was over then and there. In working up production figures and costs, he discovered that the machine had been giving him some real service after all. That one unfortunate detail had so annoyed him that nothing the machine could have done would have won his approval. With that obstacle out of the way, it was clear sailing.

Now we send prospective customers to see that man and get his opinion of the machine. He has an enlarged photograph of the machine over his desk, and nothing but kind words to say about it. In our business a customer like that is a gold mine.

It must be remembered, of course, that the desired reaction can be assured only when the testimonial is used in a dignified and impressive way. Although there is very little chance of the individual company's differing from the industry as a whole to such an extent that the presentation necessary to impress the industry would offend the individual, it is well to consider any peculiarities that might give trouble.

It goes without saying that the story told by the advertisement must be one that rings true and has a message. Otherwise it is not good advertising, and would make a laughing-stock of the equipment and the user.

And it should also be kept in mind that this is strictly a by-product of advertising and should not be allowed to interfere in any way with the unbiased selection of the program best

adapted to your problems.

#### Why Salesmen Fail

[CONTINUED FROM PAGE 32]

end of the spy-glass in looking for orders. He is a steady producer, gets a satisfactory number of orders, but the total in dollars is too small. He is after orders, all right, but he has no vision of making them as big as possible. I try to lay down a rule for salesmen of this sort: that if they think the prospect will buy ten gross they should try to sell him twenty—he may buy. A man sells the quantities he thinks in. Get salesmen to thinking in carloads and there is no limit to what they will do.

There are some that make good and then become complacent. They become hard to handle because they know what they have done, and have developed an egotism that would be justified if they were consistently successful. When a man starts to talk about the best sale he ever made he has decided to stop growing.

Some salesmen handicap themselves by their methods. They can get started with the buyer, but soon have

## CHARACTER

#### The Indispensable Foundation

Now we maintain that newspaper advertising is something more than a degree of pressure applied to an area of paper.

We maintain that the value of a newspaper's advertising space is in direct ratio to the value of its other printed matter.

That if its reading-col-

umns are cheaply filled its reader-value and resultfulness are lowered; but if the high character of its contents is earnestly and jealously upheld its advertisers reap redoubled harvests.

That to be a great effective advertising medium means, first of all, to be a great newspaper.

And so The News builds, from deep foundations upward, a publication that shall stand the tests of strength, integrity and completeness; surpassing all others in its field in the substance of its offerings to its readers; accepting every opportunity to attain a still broader and richer usefulness.

## The Pallas Morning News

Texas Old Distinguished Newspaper



109-113 West 45th St., New York City Milway between Fifth Avenue and Broadway An hotel of quiet dignity, having the atmosphere and appointments of a well-cenditioned home. Much favored by women traveling without escort. 3 minutes' walk to 40 theatres and all best shops. Rates and booklet on application. W. JOHNSON QUINN

### PROVE IT! SHOW THE LETTER

if your salesman could show skeptical prospects the testimonial letters and orders received from satisfied customers, it would remove doubt and get the order. Don't leave testimonial letters lying idle in your files—give them to your men and increase your sales thru their use.

Write for samples and prices

Write for samples and prices
AJAX PHOTO PRINT CO., 31 W. Adams Street, Chicago

### American Cumberman

Published in CHICAGO

Member A. B. C. READ wherever Lumber is cut or sold.

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him so much on the defensive that nothing happens. Instead of selling, they argue. Instead of using a fact story, they palpably exaggerate. Instead of courtesy they substitute arrogance, smart-aleckness or wise-guy stuff.

OTHER salesmen let current conditions interfere with sales. A salesman who thinks January is too cold usually has an excuse for every month of the year. We never talk about "slumps," seasonable or otherwise, to our salesmen. In summertime we put it up to them that if it is too hot to work it's too hot to do anything else. Salesmen of the same kind are those who take too great an interest in politics, world-series baseball and similar distractions during working hours.

The failure of many salesmen can be laid to their lack of persistency. These salesmen have everything in the world except tenacity. In my personal experience the best salesman I ever knew was an ex-mechanic who never could hear the prospect say "no." would be turned down, and then would put the proposition in a different way, without annoying the buyer, and keep doing it until the buyer finally capitulated. What the buyer really bought was the first proposition that had been presented him, but in the course of the salesmen's work it had been so shaped that it finally got him.

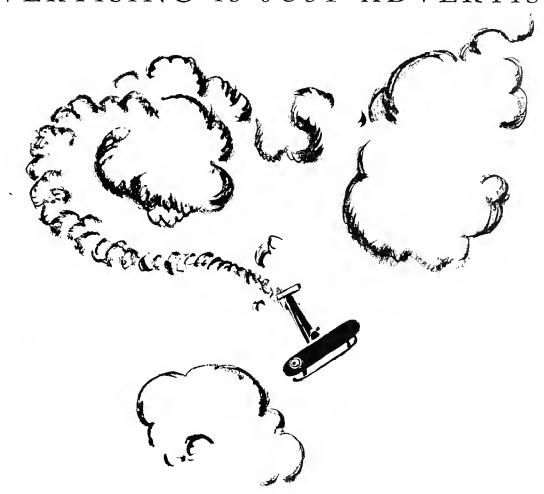
Once upon a time I used to buy lots of printing, and of all the salesmen who called on me I rank two as the most unpleasant. Yet I happen to know that these two men became kingpins among printing salesmen and the biggest asset of both was their persistency. One now owns his own shop and the other is sales manager for a very large printing plant.

Many a salesman has failed because he couldn't control his expense account. Results have to be judged on the total cost of doing business in a territory, so salary and traveling expenses are Siamese twins. Most of us have had the experience of trying to get salesmen to cut their expenses and we know the ticklish situations that can be created. We all know what happens to a salesman's efficiency when he starts to fuss about being underpaid.

Stock reasons can be assigned to most failures and it is surprising how very much alike are the symptoms of disaster. I think that salesmen go under, sometimes, because we are careless about the danger signals. Sometimes the biggest factor in the failure of a salesman is the lack of proper direction. If we are interested in postmortems about salesmen, we should include all the factors and be impartial. Suppose conditions were reversed and salesmen could fire their sales managers when they thought the sales managers were failures. Would the mortality be any less?

Truly it seems that no sales force is stronger than the sales management behind it. If we want better salesmen, let us first be better sales managers.

#### ADVERTISING IS JUST ADVERTISING



The advertiser when he first views the plan that has been made for him is disappointed. It contains none of the novelty he expected. He has dreamed of doing something that has never been done; "knocking their eyes out," as the phrase is, and putting over something that will make people talk about his product forever. He has no patience with a campaign that seems to be a long succession of advertisements, that is planned to go on as long as the business goes on. There must be something that is better than the old level way across the desert, some way of rousing the lethargic public and setting it to talking about Giggley's Gum Shoes the way they talk about booze, making it gather around a window display as it does around the score board during a world's series. Many an advertiser has wished he could take a long-handled paint brush and letter the name of what he sells across the sky, and lo, along comes the sky writer and does that very thing, and what is it? The most perishable form of publicity yet devised, a few puffs of smoke, et preterea nihil. A daring and thrilling performance, and one that may be set down as one-hundred per cent attention value while it lasts, with even a trail of interest after the smoke wreath has vanished, but having no more relation to the business of selling goods by advertising, than a sky rocket's flight has to the problem of lighting a city's streets.

CALKINS & HOLDEN, INC · 247 PARK AVENUE, NEW YORK CITY



- one of the most important trading and shipping centers of the South-approximately \$335,000,000 worth of cotton was marketed last year, together with lumber, tobacco, rice, fruits, oil, zinc, coal, iron ore and bauxite worth many millions more. To this business the new industrial South has added the output of 379 factories in Memphis alone, with production running well over \$125,000,000 yearly.

And here 81.7% of the circulation of memacazine special sessions is among the three groups of executives who must approve purchases for Memphis businesses and industries.

	PROPRIETARY		Sales and Advertising Mana	gers	31
			Financial Executives		21
Owners		57	Credit Managers		17
Partners		45	Office Managers		17
			Comptrollers, Auditors and		1.4
CORI	PORATE OFFICIALS		Accountancy Executives		14
			Professional Men		
Presidents		121	Traffic Managers		4
Vice-Presidents		27	Purchasing Agents		3
Treasurers Secretaries		24	Sub-total 81,7 %		514
Bank Cashiers		8	OPERATING AND MI	<b>SCELLANEO</b> US	
OPER	ATIVE EXECUTIVES				35
	rs and Assistant	50	Office Employees Miscellaneous		56 24
General Mana Superintendents	and General Foremen		Total 100° at		629

In Memphis, as in other business centers, The Macazine Business is the logical medium for advertisers to Business, for its circulation is concentrated among the three groups of executives who hold the purse strings.

CHICAGO



NEW YORK



## The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference for The Editor will be glad to receive items of news for inclusion in this department for Address Advertising and Selling, Number Nine East Thirty-eighth Street, New York City



#### CHANGES IN PERSONNEL

Name	Former Company and Position	Now Associated With	Position
*	. Portland Cement Ass'n, Chicago		
C. R. Ege (Effective Nov. 1)	Adv. Mgr.  Austin F. Bement. Inc., Detroit  Acc't Executive  Buckley, Dement & Co., Chicago	. Portland Cement Ass'n Chicago	. Adv. Mgr.
	Lice.Pres	New York	
	The Timken Boller Bearing Service & Sales Co Canton, Obio, Sales Div.	. Same Company	. Gen. Mgr.
Kane Campbell	Barton, Durstine & Osborn, New York		. Acc't Executive
	. Patterson-Andress Co., Inc., New York	Marin Variable	
Everett P. Irwin	. Thresher Service, Inc., New York	. F. J. Ross Co., Inc., New York	. Copy
Herbert H. Hilscher	. McCormick Steamship Co., Adv. Mgr	Dollar Steamship Co San Francisco, Cal.	Display Adv.
Harrison J. Cowan	Nestler Rubber Fusing Co., New York	Harrison J. Cowan New York	, Owner
J. Howard Swink John L. Brummett	Jay II. Maish Co., Marion, Ohio	Same Company	Vice-Pres. & Ass't Gen. Mgr. Gen. Mgr.
J. K. MacNeill	. Hewes & Potter, Boston, Mass	. Same Company	Sales Mgr.
George Brown	Ass't Sales Mgr. J. C. Penney Co., New York	. Resigned	
George Heller	Employment Dept. Florida Trust Co., Miami	, Rudolph Guenther-Russell .	Copy
A. Roy Browne	Mgr., Adv. & Pub Mayers Co., Los Angeles	Young & McCallister, Inc.	Member of Staff
O. B. Briggs	Acc't Executive  B. G. Pratt Co., New York	Frank G. Morris Co	. Сору
Clarence Ford, Jr	Pro. Mgr "Times-Dispatch," Richmond. Va	Freeman Adv. Agey	, Vice-Pres,
W. H. Hemming	Adv. Dept. . Barron G. Collier, New York	Larchar-Horton Co	. Copy
Gabrielle E. Forbush	Royal Baking Powder Co., New York	. The Arthur Hirshon Co., .	. Member of Staff
James J. McMahon	Adv. Dept. Breeder's Gazette," Chicago	The Corn Belt Farm	Member of Staff
	. Midwest Piping & Supply Co., St. Louis, Mo., Adv. Mgr.		
	The Times," New Bedford, Mass		
Harry S. McGehee	Adv. Mgr. . Cecil, Barreto & Cecil, New York	Boston, Mass. Bauerlein, Inc., New Orleans	. Member of Staff
Walter Mann	Butterick Publishing Co., New York	Z. L. Potter Co. Syracuse	. Dir. of Research
David A. Tynion	Woser & Cotins, Utica, N. Y.	. Z. L. Potter Co., Syracuse.	, Acc't Executive
R. Price	Gen. Mgr. Franklin Automobile Co. Structure N. V.	, Z. L. Potter Co., Syracuse,	, Ass't Pro. Mgr.
Gordon Seagrove	Syracuse, N. Y. Collins-Kirk, Inc., Chicago	Lambert & Feasley, Inc	, Vice-Pres.
Raymond Atwood C. H. Heydon	H. K. McCann Co., Cleveland Ugr "Kansas City Star," Kansas City, Mo	. Siman, Profit & Duthman	Vice-Pres. Member of Staff
Eric Rogers	, Chas. Frazier Co., Honolulu, Hawaii	Chicago . The Stanley II. Jack Co Omaha, Neb.	. Acc't Executive
C. A. Blanvelt	. F. W. Dodge Corp., Chicago	. Engineering & Contracting. Publ. Co., Chicago	, Sales Rep. & Copy
M. E. Phillips	"Public Works," New York	Engineering & Contracting. Publ. Co., Chicago	Western Rep.
John Cambridge	Moser & Cotins, Utica, N. Y	George Batten Co.,	Marketing Dept.
John S. Barłow	. Frank Seaman, Inc., New York		, Direct Mail Dept.
Stanley R. Greene	J. A. Migel, Inc., New York		, Direct Mail Dept.
T. L. Killough J. C. Borah	Adv. Mgr. N. W. Ayer & Son. Victor Motors, Inc., St. Louis Gen. Sales Mgr.	New York . "Cosmopolitan," New York . Moon Motor Car Co., St. Louis, Mo.	Eastern Sales Staff Ass't to Pres.

## Do 2,500 People Make a "City"? If Not, Your Advertising Schedules May Be Wrong.

ACCORDING to the 1920 census, there are about 50,000,000 people in these United States who live in cities. That is to say, they are classified as "urban population."

Taking these figures at their face value, you would perhaps assume that through the use of urban newspapers and other publications of big city circulations, you would cover the territory inhabited by these 50,000,000 people.

This assumption would be wrong.

For the U. S. Census Bureau, for some reason or other, classifies the residents of all towns of over 2,500 population as "urban."

Now 2,500 people make a village—not a city.

Villages are covered by The Country Newspaper—not by urban publications.

No doubt you are fully aware of the tremendous purchasing power, the responsiveness, the dependable buying habits, of the people who live in towns of 5,000 and less.

Very well; there are 14,225 of these towns, with a total population of 56,000,000.

The Country Newspaper is the One medium through which this highly desirable and notably fruitful field can be really covered.

The Country Newspaper goes into the homes of these millions—is read by every member of every family—and produces results far out of proportion to its modest cost.

If you want the business of the small town and rural sections, you must get after it through the medium they read.

The country newspapers represented by the American Press Association present the only intensive coverage of the largest single population group in the United Stotes—the only 100% coverage of 60% of the entire National Market.



Country newspapers can be selected individually or in any combination; in any market, group of states, counties, or towns. This plan of huying fits in with the program of Governmental Simplification, designed to eliminate waste.



Represents 7,213 Country Newspapers-471/2 Million Readers

Covers the COUNTRY Intensively

225 West 39th Street

122 So. Michigan Avenue CHICAGO

New York City

68 West Adams Avenue DETROIT



## \*\* Selling • The NEWS DIGEST •

Issue of Oct. 6, 1926



#### CHANGES IN PERSONNEL (Continued)

Name	Former Company and Position	Now Associated With	Position
	The Meredith Publications		Office
	. "The Timberman," Portland, Ore	Postland	An Charge of Sales & Adv.
D. Merton Reardon	.The John Baumgarth Co., Chicago	Lowry Cartoons, New York	Sales Mgr.
	. McClure Newspaper Syndicate	& Chicago	
	Tribune," Chicago, Adv. Dept	Des Moines lowe	
D. T. Campbell	. J. R. Hamilton Adv. Agey., Chicago	· · · Hawes-Campbell Adv	, ,Partner
	Copy and Plan Dept.		
George W. Freeman .	Corday & Gross Co., Cleveland	New York	· Acc't Executive
	. International Trade Press. Inc., Chicago	New York	
B. F. Damon	New England Agent . 'Times,' St Louis	New York	Salas and Base M.
	Adv. and Pro. Turner, Day & Woolworth Handle Co.	CH. IT	_
	Louisville, Ky., Sales Staff Foster & Kleiser, Portland, Ore.		
C. H. Gennert	Stransky Mfg. Co., Pukwana, S. Dak.	PortlandAir-Stop Mfg, Co., Inc	Sales Mgr.
Harry Wasserman	Gen. Mgr Cellucotton Co., Chicago	Des Moines, Iowa W. B. Conant, Chicago	Member of Staff
Harry H. Buckendahl	Western Sales Mgr. , Gilman, Nicoll & Ruthman, Chicago	Same Company	Mgr. San Francisco Branch
Konnoth I. Edo	. John S. King Co., Cleveland	Van Dorn Iron Works	Adv. Mgr.
A. A. Braseley George L. Cooper	The Detroit Times." Nat'l Adv. Mgr	. Louis C. Boone, Detroit . Lyddon & Hanford Co New York	. Member of Staff . Acc't Executive
	Charles C. Green Adv. Agency, Inc., New York Business Mgr.	. Resigned	
Herbert S. Chase	"Daily News," N. Y., Nat't Adv. Staff	F. J. Ross Co., Inc., New York	. Art
	. Cross & LaBeaume, Inc., New York	F. J. Ross Co., Inc	
Howard Dunk	. United Profit-Sharing Corp., New York	Same Company	Vice-Pres. in Charge of Sales & Adv.

#### CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

GHANGES	IN AGENCIES	AND NEW ADV.	ERTISINO AGGOCIVES
Name	Address	Praduct	Now Advertising Through
		Other Canadia Hotels	,
		Gruvere Chees	ofN. W. Ayer & Son, New York
Carhartt Overall Co	Detroit, Mich Melrose, Mass	Overalls "Heatherbloom"	Brooke, Smith & French, Inc., Detroit ProdThe Kenyon Co., Boston
		uets	
M. Tecla & Co	New York	"Tecla" Pearls . "Northern" Tiss	The Spafford Co., Inc., Boston Capehart-Carey Corp., New York sueBlackett & Sample, Chicago
		Paper	01 1 1 1 N N N L
Morene Products, Inc	New York	"Morene" B all	Finish. Foote & Morgan, Inc., New York
Parlie Calculation	Clucago	teas and Coffee	llawes-Campbell Adv. Agey., Chicago
Rismark Ustal	City	, vancation	
Curtis Co. Inc.	Non York	"Cartishilt" Fur	nitureLyddon & Hanford Co., New York
The Illinois Bottled Cas Co	Chicago	Protune Rottled (	Gas Wade Adv. Agency, Chicago
P. A. Geier Co	Cleveland	"Royal" Sweeper	sThe Procter & Collier Co., Cincinnati
Buffalo Specialty Co	Buffalo, N. Y	Liquid Veneer, R	Cadiator The Procter & Collier Co., New York
		"Neverleak" an	nd "Ratnit"
Oakite Products, Inc	New York	"Oakite"	Charles C. Green Adv. Agency, New York
The Thomas & Armstrong Co	London, Ohio	teel Garages an	dThe Robbins & Pearson Co., Columbus, Ohio
		Furnaces	
The Ohio Valley Coffee Co	Portsmouth, Ohio .	Sorority" Coffee	The Bobbius & Pearson Co., Columbus, Ohio

## Wherein wheels affect your selling costs \* \* \*

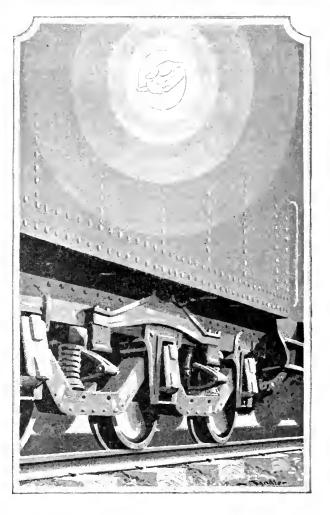
## and Wisdom points a guiding hand

GIRANTED, there seem to be many faults with the present postal regulations. Nevertheless, your printed salesman still travels over the wheels of the mailcar for a penny an ounce—to any part of the country. While your personal salesman has to spend at least three and six-tenths cents for every mile he rides on the wheels of a coach.

Moral: Dispense with your sales force and solicit business entirely by mail? Certainly not. Cut your selling overhead by decreasing your selling staff? No, again. Rather, increase the efficiency of your salesmen by interspersing their calls with frequent mailings of effective sales literature to their customers—and prospects.

Inspire (it can be done) jobber and dealer cooperation by cooperating with them in getting your message over to the consumer through booklets, package enclosures, counter leaflets, etc., attractively designed, well printed.

Truth: Impressions convince as often, and as much, as arguments. Splendid art work, engravings, typography all help to give your statements a quality accent. So, too, does a fine paper—your printed salesman's suit of clothes.



Wisdom: Nearly forty years of specialization in the art of paper coating are represented in every sheet of Cantine paper. Economy suggests and Wisdom points to—Ashokan, for sharply detailed Ben Day and halftone work—Velvettone, for the richness of soft-focus reproduction on a dull-coated stock—Canfold, for an extraordinary printing and folding job.

A handsome steel-engraved certificate is awarded each quarter to the producers of the most meritorious job of printing on any Cantine paper. Write for details, book of sample Cantine papers and name of nearest distributor. The Martin Cantine Company, Dept. 000, Saugerties, N. Y.

## Cantine's

COATED

CANFOLD

Ashokan

ESOPUS MEGULAN NO. 2 ENAMEL BOOK VELVETONE

LITHO C.1 S



## Advertising • The NEWS DIGEST | Issue of Oct. 6, 1926



CHANGES IN	AGENCIES AND N	EW ADVERTISING	G ACCOUNTS (Continued)
Name	Address	Product	Now Advertising Through
	Manitowoe, Wis		Klau-Van Pieterson-Dunlap-Younggreen, Inc., Milwankee, Wis.
Ingleheart Bros., Inc	Evansville, Ind Philadelphia	"Sican's Down" Flour "Music Waster" Radio Horn	. Young & Rubicam, New York
The Progressive Retailers' A New York The Robinette Candy Co	ncNew York	Asbestos Shingles Radio Accessories Betty Wales" Fashions Candy	Redfield Adv. Agey Inc., New York The Spafford Co., Boston, Mass. J. F. Held Adv. Agey., Seattle
. 0		$T = aI_{a}$	. The Clark Collard Co., Chicago . Hurja-Johnson-Huwen, Inc., Chicago
		& Parts	
Glen-Gery Shale Brick Co Dr. Robert Yost Co P. H. Hildebrand Cigar Co United Filters Corp. The Donglass Hotel Hotel San Remo Fidelity Trust Co Johnson Bronze Co	Reading, Pa. Bethlehem, Pa. Reading, Pa. Hazleton, Pa Philadelphia New York New York New Castle, Pa.	Shale Brick Reducing Bath Salts "Socrates" Cigars Industrial Filters Hotel Finance Bronze Bushings "Tarion" Battery	Hurja-Johnson-Huwen, Inc., Chicago Cosmopolitan Adv. Agcy., Reading, Pa. Cosmopolitan Adv. Agcy., Reading, Pa. Cosmopolitan Adv. Agcy., Reading, Pa. G. M. Basford Co., New York Spector & Goldensky, Phila. E. W. Hellwig Co., New York E. W. Hellwig Co., New York Ray D. Lillibridge, Inc., New York Ray D. Lillibridge, Inc., New York
Western New York Motor Line	e Batavia, N. Y	Transportation	.Fred'k A. Spolane Co., New York .De Forest Adv. Service, Inc., Buffalo .The Fred M. Randall Co., Detroit
The Reo Motor Car Co The Bond Stores, Inc	Cleveland Lansing, Mich, Newark, N. J. Bridgton, N. J. Syracuse, N. Y. Watertown, N. Y.	Employment Agency Concrete "Reo" Automobiles Clothing Nursery Stock Laundry Machines W omen's Lingerie	. The Nichols-Evans Co., Cleveland . The Buchen Co., Chicago . The Marx-Flarsheim Co., Cincinnati . The Charles Adv. Service, New York .Z. L. Potter Co., Syracuse .Z. L. Potter Co., Syracuse
Brooklyn Chamber of Comme	rce Grand Central Palace.	FurnacesExposition of Brooklyn	
Hydro United Tire Corp Schleicher, Inc	N. Y. Pottstown, P. A. Gary, Ind.	Industries "Hydro" Insured Tires "Slyker" Metal Radiatot Furniture	. Grant & Wadsworth, Inc., New York - Grant & Wadsworth, Inc., New York
	NEW F	PUBLICATIONS	
Name	Published by	Address	First Issue Issuance Page Type Size
"Electric Refrigeration News"	*F. M. Cockrell	.818 West Hancock Ave Detroit, Mich.	Sept. 11, 1926. Weekly 11½x16¼
NE	W ADVERTISING A	GENCIES AND SE	RVICES, ETC.
The George E. RyanS	eattle, Wash	Advertising Agency	George E. Ryan
Adv. Co. Harrison J. Cowan	30 Fifth Avenue		
			O. J. Gatzmyer, E. C. Randolph & S. A. Hibbs
Anderson Advertising Agency.I	lampa, Fla	Advertising Agency	Harold G. Anderson
F	PUBLICATION CHAI	NGES AND APPO	INTMENTS

"The Philadelphia Inquirer"
Philadelphia, Pa. sentative.
"World," Wenatchee, Wash
Representative.
"Times-Journal," Selma, Ala. and
"Valley News." Covington, Ohio Representatives.
"Inquirer," Palm Beach, Fla
"Enquirer." New York City
Representatives.
"Doily Navy" Finder N. C. Harrison L. L. makkington

(OI



It is always a problem to map out a properly balanced advertising program—to determine what for your purpose is the best balance between different forms of publicity, the amount of effort to expend for developing each market and the proper avenues of approach.

Here, at last, is one certain fact to put down as a basic consideration for every industrial advertising plan: The textile manufacturing industry forms such a large and compact market that no well balanced industrial campaign can neglect it.

Second in the value of products: \$6,960,928,000.

First in the value added by manufacture: \$2,005,376,000.

Second in the use of motive power: 2,983,002 H.P.

First in the number of wage earners: 1,031,226.

First in the number of large plants having an annual output valued at over \$1,000,000: 1329.

First in the number of plants employing over 250 workers:

Second in the capital invested: \$6,096,161,000.

Moreover, the industry is most decidedly on the up-swing. Revolutionary new developments are occurring which keep textile executives keyed to the highest pitch of interest. There has never been a better time to plunge with textile publicity.

Member Audit Bureau of Circulation



Member Associated Business Papers, Inc.

334 Fourth Avenue, New York



### \*\* Selling • The NEWS DIGEST •

Issue of Oct. 6, 1926



#### PUBLICATION CHANGES AND APPOINTMENTS (Continued)

"Daily Journal," an afternoon and Sunday. Have been consolidated. The Sunday publication will be known as the "Lubb	
paper, and the "Morning Avalanche," a — Avalanche-Journal" and the weekly will be called the "Weekly Avalan	iche
morning paper, Lubbock, Tex. Journal."	
"Signal," Sanford, Fla	
"Sun," and "Telegram," New York	
60	

Va.

#### **MISCELLANEOUS**

The Associated Business Papers, Inc., New. Announces that the "National Underwriter" and "The Furniture Journal," Chicago,
York have been admitted to membership.
American Fair Trade League. New York Name changed to American Fair Trade Association.
Campbell-Ewald Co
Manager.
The Mote Motor Co. Inc. Long Island City. Has auguired the National Cauge & Fanishment Co. L. Carrer W:

Hawes Advertising Agency, Chicago.........Name changed to Hawes-Campbell Advertising Agency. Wayne Tank & Pump Co., Ft. Wayne, Ind.....Name changed to Wayne Company.

#### CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

ivame	Dusiness	rrom	To
J. Jay FullerAd	vertising Agency	, H2 Delaware Ave., Buffalo, N. Y.	. 259 Delaware Ave., Buffalo, N. Y.
Hamilton-DeLisser, IncNe	wspaper Representatives.	. 25 West 43rd St., New York	. 285 Madison Ave., New York
Greve Adv. Agey., IncAd	vertising Agency	. 616 Hamm Bldg., St. Paul, Minn.	.603 Builders Exchange, St. Paul.
			Minn

New Jersey Newspapers. Inc....Newspaper Representatives...Widener Bldg., Phila............1524 Chestnut St., Phila. (Philadelphia Office)

#### CONVENTION CALENDAR

Organization	Place	Meeting	$D_{\epsilon}$	ite
Window Display Adv. Ass'n	. New York (Pennsylvania Hotel)	, Annual		5-7
British Advertising Convention	. Manchester, England	. Annual	Oct	6
(Manufacturers' Session)				o .
Second District Convention of the	.Laneaster, Pa	. Annual	Oct.	6-7
International Advertising Ass n				
Seventh District Convention of the	.Tulsa, Okla	. Annual	Oct.	10-12
International Advertising Ass'n				
	. Minneapolis, Minn. (New Nicoleit Hotel).	. Annual	Oet.	11-12
International Advertising Ass'n				
American Management Ass'n	.Cleveland	. Autumn	Oct.	11-13
Outdoor Adv. Ass'n of America	.Atlanta, Ga. (Biltmore Hotel)	.Annual	Oct.	18-22
(Posters & Painted Bulletins)				
Direct Mail Adv. Ass'n	. Detroit (New Masonic Temple)	. Annual	- , , , , , , , Oct.	20-22
(International)	(2) 17 1 1 4 11			
	.Chicago (Hotel La Salle)			
Tenth District Convention of the	Beaumont, Texas	. Annual		24-26
International Advertising Ass'n	William D. C. M. A. H. L.		<u> </u>	2
American Ass n of Advertising Agencies	. Washington, D. C. (Mayflower Hotel)	. Annual		27-28
	. Worcester, Mass.	. Annual	Nov	. 8-9
International Advertising Ass'n	Adams Charles And And Lan	4 1	Nan	0.10
Associated Rusiness Papers Inc.	Atlantic City (Hotel Ambassador)	Annual	Nov	8-10
Fleventh District Convention of the	New York (Hotel Astor)	. Annuai	F-I	, 8-10 - 26-20 - 1007
International Advertising Ass'n	. Greeley, Col	, Annuai	гев.	20-28, 1927
International Adv. Ass'n	. Denver, Col	Annual	Inn	96 20 1027
Fourth District Convention of the	Daytona Beach, Fla	Annual	Date	5 Dot oot
International Advertising Ass'n	.Daytona Death, Fla	, Almuai		s not set
Fifth District Convention of the	. Columbus, Ohio	Annual	Date	e not eat
International Advertising Ass'n	. Commission Compt. Transcription of the Commission of the Commiss			a not set
Sixth District Convention of the	.Louisville. Ky	Annual	Date	es not set
International Advertising Ass'n		, . viiiluas		o tim set

#### **DEATHS**

Name	Position	Company	Date
William P. Green	Issociate Directo	r	er Business Bureau, IncSept. 10, 1926
Manyille Waples	Copy Chief	Massengale A	dvertising Agency, Atlanta, G.,, Sept. 12, 1926
Walter P. Jenkins	Eastern Mgr	W. II. Gannett	t Pub. Co., Augusta, Me Sept. 30, 1926

The Business Survey of The Chicago Tribune present onti. fa. hisklydte and ose utianot ore marketirg, the Chicago territory, and c. The Chicago Tribune. Cheese. Myopic .. Competition . Automotive ...

Nationalitis. . United Markets of America, . High Water Mark..... Sixty-two years...... Pop

### TOWERFrom th

A Rabelatian mood held a group of Chicago merchants. They shrugged off fear of being ridiculous. I 10 Mory, steel and concrete monument to the alleved hig spender or the day, the Lightteenegg man, will house their activities. Baptived the "Butter & Egg Building", "We capitalized the kidding," they said.

CONGRESSIONAL SESSIONS, after all the sound and fury have died away, settle at least one thing. The letters from home that rowel the shuddering flanks of the senatorial wheelhorses drive home this fact. National issues have local aspects.

A troop of mice, solemnly squatting on their sterns, could tell the same thing about cheese, its marketing and distribution.

### Myopic

THE special discounts with which a manu-The special discounts with warm a manufacturer soothes a fractions dealer would often pay for a tidy local advertising campaign. A dealer may forget, fail, or go sour. Brand advertising in the locality controls such vexatious phenomena.

The Chicago Tribune offers 87,500 in twenty cash prizes to architects, draftsmen

and students for new designs of five and six room homes.





The Competition opened September 12, 1926 and will close December 1, 1926. Each set of prize winning designs will be published in

The Chicago Imbune's Real Estate and Home Builders' Section, beginning with Sunday, January 2, 1927 and continuously until the plans are exhausted.

#### Sense

"WE felt happy to accept orders from Scartle, for instance, for 6 units Scattered orders of this kind from various pairts of the country made a neat total of business. It sped up production and made a profit look possible early in the growth of the lossiness. Unexpectedly, however, service calls came in from one city, then another and another, and before long factory service men were travelling all over the United States, And with them went the profits, and profits on machines not yet shipped.

All in all we bit off more than we could

chew. Your zone story fits our case ideally and next year we hope to develop it thoroughly.

> -as told by a Michigan manufacturer to a Tribune salesman.



A UGUST lineage rode on balloons. The Tribune last month carried 219,600 lines of automotive advertising-more than any other month in Tribune history with one exception. That peak was in January, 1920, an Automobile Show month, when everyone was blooming. What with fewer manufacturers in the field and in the dog-days of August such stepping on the gas is remarkable.

### NATIONAL*ITIS*

"Wherever there are people there are selling possibilities, and any salesman who neglects any part of his territory that is populated is wasting building material -not only wasting the actual possible returns from that particular part, but he is losing the cumulative power that every unit of sale adds to general prestige.....

".........Utopian as the attainment may seem, complete saturation with his product of each territory under his direction must be the aim of every salesmanager.....

-committed by a General Salesmanager in a recent issue of "Sales Monagement."

### The United MARKETS of America

"The I letted States is not one market, but a number of markets. The people of each ecoromic area have different living habits, with a re whart difference of purchasing power or inelization. Be turns hing the best a subdle inform it is see most to be in so judement will Lebett r. mager vo 'in trate mark time wasted

I'S DEPARTMENT OF COMMERCE.

### High Water Mark!

The average net paid circulation of The Chicago Daily Tribune exceeded in the first week of September, 1926

#### THREE QUARTERS OF A MILLION

In December, 1921, seventy-four years after its founding, The Daily Tribune's circulation passed the half million mark. Since then daily circulation figures at the end of each year have shown these added gains:

> December 31, 1921....518,718 December 31, 1922....520,162 December 31, 1923....579,273 December 31, 1924....601,512 December 31, 1925....690,529 August 31, 1926......750,000

In five years The Tribune has added a quarter of a million to the host of its readers. They have been unusual years. Its readers' opinions on politics, on world affairs, on prohibition, on armament have not always coincided with The Tribune's.

But The Tribune's editorial views have been its own-independent, fair, and superlatively honest. And this amazing growth proves that Chicago and the Central States want the kind of newspaper The Tribune is.

### "Advertising Rightly Done Pays For Itself"..... Melvin A. Trailor

"Its [The Tribune's] strict censorship of financial advertising has created confidence in the integrity of The Tribune's columns,

and has protected not only the reader but the advertiser," says Melvin A. Traylor, President of the First National Bank and the First Trust & Savings Bank of Chicago, and Vice-President of the American Bankers' Association.

Mr. Traylor knows a bit about the subject. The First National Bank began its advertising in The Chicago Tribune sixty-two years ago. Its growth for more than half a century has paralleled that of The Tribune. It is just such general conviction among financial advertisers that placed in The Tribune last year 45 3% of all the financial advertising that appeared in Chicago papers. This was more than that earried by the next two papers combined.

S. W. Straus, President of S. W. Straus & Co. and famous banker, in a later issue of "From the Toxer" will discuss advertising in the light of a haviness investment. He reveals interesting facts about the nation-wide growth of his com-Por Toor! pany. Look for it.

### PUBLISHED FORTNIGHTLY



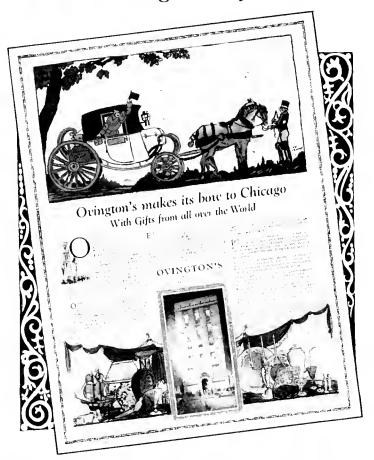
Drawn by Ray C. Dreher for Boston Insurance Company

OCTOBER 20, 1926

15 CENTS A COPY

"Salesmen's Alibis" By John L. Love; "Freight Rates West of the Mississippi" By Albert H. Meredith; "Stealing Second Base in Industrial Copy" By R. B. Lockwood; "The 'Fictional' Testimonial" By Daniel H. Steele; "Sending the Executives Into the Sales Field" By W. B. Pearson

## With Photogravure Advertising in The Chicago Daily News ---



O VINGTON'S—familiar to all who have shopped in New York for the rarest and most beautiful of gift objects—have, after a careful study of the advertising situation in Chicago, selected the Photogravure Section of The Chicago Daily News to carry the story of their new Chicago store.

Their announcement page in the Photogravure Section of September 18 is reproduced in miniature herewith.

The photogravure advertising will be in addition to their black and white advertising in The Daily News. The advertising is placed by Pedlar & Ryan, Inc.

Member of The 100,000 Group of American Cities

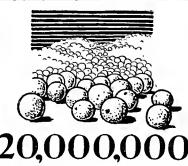
ADVERTISING REPRESENTATIVES

NEW YORK J. B. Woodward 110 E. 42nd St. DETROIT Woodward & Kelly Fine Arts Building CHICAGO Woodward & Kelly 360 N. Michigan Ave. SAN FRANCISCO
C. Geo. Krogness
253 First National Bank Bldg.



### antidote for thirst

¶ Step three paces off scorching sidewalk, into cool, white shade of Nedick's. Thirst Station. Place dime on counter. Lift frosty glass to parched lips. Allow delicious, chilled orange drink to trickle down steaming throat. If cure is not immediate, repeat at intervals until heatwave disappears.



**Q** Every year, twenty-million oranges, the largest number bought by any individual concern in the city, go into Nedick's famous orange drink.

Their juice is skillfully blended to give the most delicious flavor and the drink is chilled to the precise point most welcome to the thirsty.

(C) 1926 NEDICK'S



### Mr. Nedick to Mr. Aquazone

¶ In the July 31st New Yorker, an Aquazone advertisement calls for Mr. Nedick, and bewails the fact that he doesn't advertise the containers of Nedick's famous orange drink to take home and mix with — "what have you."

¶ Mr. Nedick begs to reply to Mr. Aquazone that there are many things you don't have to tell a New Yorker.

(C) 1928 NEDICK'S

### Facts need never be dull

THIS agency was one of the first to adopt the policy of "Facts first—then Advertising." And it has earned an unusual reputation for sound work.

Yet this organization does not, nor has it ever, confused "soundness" with "dullness." It accepts the challenge that successful advertising must compete in interest, not only with other advertising, but with the absorbing reading matter which fills our present-day publications.

We shall be glad to send interested executives several notable examples of advertising that have lifted difficult subjects out of the welter of mediocrity.

JOSEPH RICHARDS COMPANY, INC., 251 Park Ave., New York

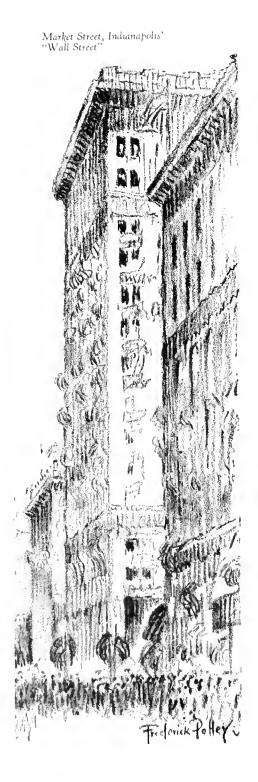
Richards

FACTS FIRST THEN ADVERTISING

### The faith, vision, acumen and MONEY

## of the HOOSIER INVESTOR

have provided a major and growing part of the world's invested capital . . . . . . . .



PROTECTED by a "blue sky" law that is actually and intelligently operative, Hoosiers add millions of their *surplus* annually to the state's, the nation's and the world's invested capital.

Bridges, factories, railroads, office buildings, farms, apartments, highways, public utilities—wherever capital is needed—you find the ubiquitous Hoosier dollar productively at work!

Hoosiers have millions of surplus every year—millions produced by Indiana's dynamic industry and by the incredible fertility of Indiana prairie soil—millions more capital wealth than Indiana can ever use at home.

Indianapolis is one of the primary markets for high-grade securities. National investment houses find volume sales in Indianapolis, increasing every year.

The Indianapolis News, Indianapolis' and Indiana's greatest newspaper and most powerful advertising medium, is indispensable to financial advertisers in this rich market. An evening newspaper, The Indianapolis News carries 50% more national financial advertising than all other Indianapolis newspapers combined—in less than half as many issues!

### The Indianapolis News

FRANK T. CARROLL, Advertising Director

New York DAN A. CARROLL 110 E. 42nd St. Chicago J. E. LUTZ The Tower Bldg.

## Everybody's Business

### By Floyd W. Parsons

When the season of the year when we must give thought to the heating of our homes and offices. In this field of operation, ignorance rules supreme. The crude methods we employ waste tens of millions of dollars in fuel values and provide a continuous threat to health.

A letter from one of my meteorologist friends in Washington informs me that this winter is to be an historical one for its severity and violent fluctuations. Several gigantic spots are now crossing the Northern Hemisphere of the sun. Many more are to follow, for we are reaching the peak of the sun-spot cycle. These spots combined with other causations are to bring us recurring cold waves and abnormal weather generally. While I can-

not vouch for the accuracy of these forecasts, I find them quite appropriate as a text for a brief discussion of artificial heating.

Most of our houses are so leaky that a large part of the heat developed in our domestic furnaces passes off into the outside atmosphere unused. It is difficult to say just why we have been so backward in building air-tight houses. Probably our reluctance to use insulation has resulted from our fallacious notions concerning the necessity for having a never-ending supply of fresh air.

By employing a proper plan of house insulation, the radiation required can be reduced to less than half of what it is today in the average home. It costs from \$500 to \$1,000 to insulate a house of average size. This expenditure should be almost entirely offset by the resultant saving in the cost of a smaller heating plant. Doubtless this is one reason why a few dealers of heating equipment have not been enthusiastic about house insulation.

We have gone ahead earnestly with the work of trying to construct more efficient heaters, but it is only recently that any thought has been given to building houses in such a way that the loss of heat through roofs and walls will be stopped. A majority of householders warm more thousands of cubic feet of air than are necessary. Insulation does away with fluctuating temperatures and forced-firing. It reduces draughts and narrows the spread between floor and ceiling temperatures. It helps maintain humidity and keeps heat out in summer just as it retains warmth in winter. About sixty per cent of the heat leakage from a house goes through the roof. Insulation largely remedies this, and at the same time makes the walls and floors



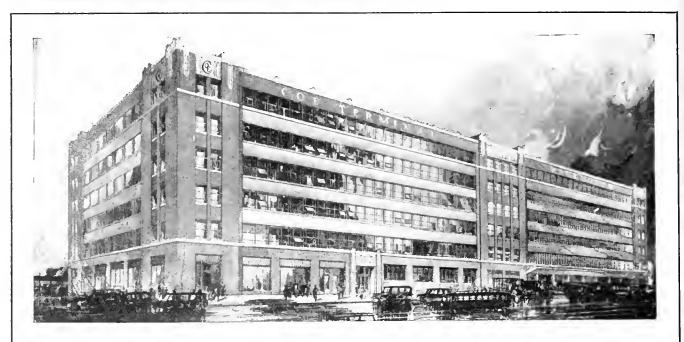
sound-proof. Insulation also makes possible the use of perfect fuels at a cost no greater than is now required for raw coal. The yearly fuel saving in a home of moderate size in a rigorous climate, due to insulation, should amount to at least \$200.

This discussion, of course. immediately brings up the question of air requirements. There is need for us to revise our notions. We hear a lot concerning the dangers of night air and winter air, but these are no more dangerous than day air and summer air. It is a common practice to judge air by using a dry-bulb thermometer. This is wrong, for the drybulb temperature does not determine conditions of health and comfort. The danger from indoor air during the winter-time is

due to the fact that it has been raised to a summer temperature and at the same time has not been supplied with the moisture that goes naturally with summer air.

Desert air which kills plants and animals is not so dry as that in most of our homes during the cold months. The air in many houses during the winter season, although heated to seventy degrees or more, will often contain no more than twenty or thirty per cent humidity. Such an atmosphere is dry enough to take the life from plants and to weaken animals and humans. This dry air attacks our mucous membranes and makes them give up moisture so rapidly by evaporation that they are forced to neglect their natural duties and use all their powers to supply the moisture the air requires. Every breath taken under such conditions makes an unnatural demand on the linings of the air passages, and the result is a weakening of bodily resistance, permitting the entrance of disease.

Our job is to get proper distribution of the air, to maintain correct wet-bulb temperatures, and to eliminate dust, bacteria, and odors. For every degree of temperature and velocity of air motion, there is a proper degree of relative humidity. All of us should act on this thought and take steps to see that the air we breathe this winter in our homes and offices has a proper moisture content. We will be far more comfortable with a temperature of sixty-eight degrees and a humidity of fifty-five per cent than a temperature of eighty degrees and a humidity of thirty per cent. Even though the use of evaporating pans, moist towels, and other such makeshifts represents no more than crude attempts to correct the dry-air evil, such efforts are better than none at all.



# COE TERMINAL WAREHOUSE is now ready to serve you in the DETROIT MARKET

Let the Coe Terminal Warehouse, on the main line of the Michigan Central and in the heart of the wholesale district, help you make Detroit your market.



HE new Coe Terminal Warehouse, located on the main line of the Michigan Central Railroad and in the very heart of the wholesaling and jobbing district, is now receiving goods from national merchandisers.

The management understands the problems of national selling organizations and is in a position to furnish constructive and cooperative service.

The Coe Terminal Warehouse is the last word in modern warehouse construction. Its facilities are modern in every way, but it offers more than even the best warehouse facilities alone. For in conjunction with these, it is able to furnish complete and well appointed offices for the benefit of local representatives and sales agents, whose spot stocks and merchandise display are thus in the same building with them.

If you are interested in getting a greater share of the business in Detroit, it will pay you to investigate the Coe Terminal Warehouse, immediately. It will help you to greater sales, quicker delivery to your customers and a more rapid turnover.

Full information, prices and other data will be furnished cheerfully and without obligation

### COE TERMINAL WAREHOUSE

Fort Street, West and Tenth

DETROIT,

MICHIGAN

### Life presents ...

### Andy Consumer

Reproduced from a full page in LIFE



### FOR EXAMPLE, A FOUNTAIN PEN

I DON'T want to run a vestpocket laboratory for any more amateur unadvertised cutrate experimental fountain pens.

And from now on I not only want a fountain pen NOT to leak on me—I want to KNOW it won't leak on me. And I not only want it to write—I want to KNOW it will write.

Every time I use my fountain pen. I want to think of 10 or 25 years of service, safety, security, satisfaction and insurance—all bottled up in that fountain pen along with the ink. Every time I take it out I want to taste future contentment. I want to KNOW. If

necessary, I'll fork up a little extra for this FAITH. For faith is fun.

I don't ask for a written guarantee. I can tear any advertisement (by a continuous advertiser) out of any magazine or newspaper, and hold in my hand all the guarantee I want. Every printed advertisement these days is a certificate of responsibility. The irresponsibles can't stand the advertising gaff.

I'm using a fountain pen merely as an example. The same thing holds true of anything that men sell to each other. From now on, no more unknowns for me. From now on, I KNOW or keep my kale.

Andy Consumer

THE NATIONAL ADVERTISER BETS HIS ADVERTISING MONEY THAT HIS PRODUCT IS RIGHT

Advertising saves pocketbook pioneering. In days past, every purchase was perilous. You tried a thing—got stung—and didn't go back THERE. Buying sense was bought with hitter experience. Today, advertising makes it unnecessary to get stung ance. In the continuously advertised product, the risk and adventure, the trial and error, are all taken out by the manufacturer in advance.

WE all sell advertising. You sell it. We sell it. We all sell it.

A fraction of every dollar you get from buyers of your product is for advertising. You sell advertising to that extent. And your consumers get their money's worth. Advertising is as vital and valuable a part of your product as some of the features about which you talk so proudly.

But—paradoxically—few of us seldom advertise advertising. We expect people to buy it and pay for it without knowing what they're getting.

It would be a fine thing if every ad could tell what a fine thing advertising is.

To help sell the public the advertising that you sell them, Life is donating the Andy Consumer campaign. We can't do advertising justice, but we are advertising advertising a little.

ANDY CONSUMER'S talks on advertising are published in pamphlet form. If you can distribute copies to salesmen, dealers or customers, LIFE will gladly furnish, at cost, reprints or plates of this series.

L

127 Federal Street BOSTON, MASS. 1

598 Madison Avenue NEW YORK, N. Y.



e

360 N. Michigan Avenue CHICAGO, ILL.

## Value



—is defined as the "aggregate properties which render a thing desirable." And the value of McCLURE'S may be summed up in these "aggregate properties":

- 1. An economically advantageous rate
- 2. A large, growing circulation
- 3. A magazine which reaches buying people
- 4. The bulk of its circulation in your most logical marketing areas

After all, the value of an advertising medium is derived from the results which it brings advertisers, from the prestige which it builds, from the merchandise it sells. And McCLURE'S does all of these things.

With each issue, an increasing number of keen advertisers find that McCLURE'S pays. The advertising lineage in the November issue increased 44.5% over that in the June number.

You will certainly agree that this would not be the case if McCLURE'S did not pay advertisers—if it did not give them real value.

And the new McCLURE'S will bring you just as satisfactory results, just such real value as it has other advertisers.

## New MCCLURES The Magazine of Romance

R. E. BERLIN, Business Manager 119 West 40th St., New York

Chicago Office, 360 N. Michigan Ave.

## GOOD WILL

and

## Good Business

How can a magazine

that subjects advertising and advertised products to severe tests retain such Good Will? Yet Good Housekeeping's Good Will is not only retained—it increases continuously.

As most advertisers know, Good Housekeeping must be thoroughly satisfied about every product advertised in its pages. It *must* be satisfied in order to be able to guarantee that product to its readers.

Household devices and appliances, foods and toilet preparations have to be tested by its laboratories before they can be advertised. After test and approval, all advertising of the product in Good Housekeeping must be fair and reasonable.

That they may possess real value, the tests made by Good Housekeeping are complete and exhaustive; and such tests take time.

Products that do not fall within the scope of its laboratories are thoroughly investigated by Good Housekeeping before they may be advertised in its pages. They also have the Good Housekeeping Guaranty behind them when they do appear there.

Precautions regarding advertising copy and careful testing of advertised products have proved to be sound and permanent builders of Good Will. Readers read advertisements more carefully and they buy with greater

confidence when every advertisement can be and is guaranteed. The value of this to the advertiser is far greater than that to be had from advertising which depends solely on its own say so to win sales.

But the Good Will that Good Housekeeping enjoys is not a mere benevolent disposition. It is an appreciation of value received. It is service recognized.

To advertise in Good House-keeping means Good Business. And Good Business is the only kind to be found in Good Housekeeping.

Good Will, Good Business, and Good Housekeeping naturally go together.

GOOD HOUSEKEEPING

CHICAGO

New York

BOSTON

This is the sixth in a series.

# Keeping Abreast with Boston's Upward Business Trend

Evening American exceeded in volume of display advertising the record of the corresponding month for every year since the American has been published.

In accomplishing this, the Boston American led all Boston daily newspapers in display advertising gain in September.

No doubt this increased volume was brought about by improved business conditions as well as by Boston advertisers' appreciation of the American's constantly increasing coverage in the immediate trading zone—now the largest in the history of the paper since the one cent publication.

## Boston Evening American

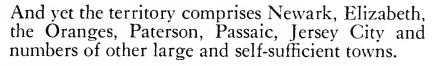
RODNEY E. BOONE, 9 East 40th St., New York City. S. B. CHITTENDEN, 5 Winthrop Sq., Boston, Mass. II. A. KOEHLER, Hearst Bldg., Chicago, Ill. LOUIS C. BOONE, Book Tower Bldg., Detroit, Mich.

## The Northern Nine Counties— Center of New Home Building

NHE Northern Nine Counties of New Jersey make up one of the most interesting communities in America.

Made up of several hundred cities and towns, the territory, nevertheless, comprises one single community—unified. homogeneous.

The entire community is, in a sense, part of New York—at least to the extent that nearly half of its inhabitants commute to business in New York.



Next alone to Manhattan, it is the largest single section of the Metropolitan District, and by far the best market for quality merchandise.

Its people are those happy, prosperous and ambitious younger home-making families who are moving so fluently from each income class to the next one above; people who have emerged from the struggle for existence to a new struggle for living.

Predominant in its circulation with the quality families in this quality section, preferred for its service of their predominant interest, is CHARM, The Magazine of New Jersey Home Interests.

May we tell you more about the opportunities and outlets for sales in this richest of markets?





CHARM The Magazine of New Jersey Home Interests

Office of the Advertising Manager, 28 West 44th Street, New York

### BRITISH ADVERTISING'S GREATEST REFERENCE WORK



### 100,000 QUERIES CONCERNING BRITISH ADVERTISING AN-IN ONE BIG SWERED

November 30th, 1925, was the date of publication of the first Great Reference Work covering every branch of British Advertising—the BRITISH ADVERTISERS' ANNUAL AND CONVENTION YEAR BOOK 1925-26.

This volume gives for the first time information and data needed by all advertising interests concerning British advertising, British markets and British Empire Trade. You can turn to its pages with your thousand and one advertising questions concerning any phase of British advertising. media and methods—and know that you will find accurate and up-to-date answers.

You will see from the brief outline of contents adjoining that this ANNUAL is really four books in one. It contains: a Series of Directories and complete Reference Data covering every section of British advertising-a Market Survey and Research Tables—a complete Advertising Textbook covering the latest developments in British advertising—and the Official and Full Report of the First All-British Advertising Convention held this year at Harrogate.

The 12 Directory Sections and the many pages of Market Data and Research Tables will alone be worth many times the cost of the book to those American Advertising Agents, international advertisers, newspapers and magazines, who are interested in advertising in Great Britain, in British and Colonial

markets, or in securing advertising from Great Britain.

For instance, here are given the 1,100 leading newspapers, magazines and periodicals in Great Britain and the Empirewith not only their addresses and the names of their advertising managers, but with a complete schedule of all advertising rates, page and column sizes, publishing and closing dates, circulation, etc. Nothing so complete, comprehensive and exhaustive as this has ever before been produced in any country. In the Market Survey Section likewise there are thousands of facts, figures and statistics given in the various Tables and

The working tools of any American advertising man who is in any way interested in British markets or in British advertising cannot be complete without this great work of reference. It answers any one of 100,-000 specific advertising queries at a moment's notice; it gives to adver tisers and advertising men a book of service that they can use and profit by every day of the year. Nearly 500 pages—59 separate features more than 3,000 entries in the directory section alone, each entry containing between 5 and 25 facts. 1,700 individual pieces of market data—full reports of all events and official resolutions and addresses at the Harrogate Convention—and finally, altogether 100 articles and papers, each by a recognized advertising and selling expert, giving a complete picture of British advertising methods, media and men up to the minute. labor on the part of a staff of able editors—the result of more than 14,-000 separate and individually prepared questionnaires—the combined efforts of a score of experts—the help of more than 3,000 advertising men in collecting the data—all these have brought together in this volume every item of information you can need.

And withal, the price of this work is a mere trifle compared with its utility value. To secure the volume by return, postpaid, ready for your immediate use, you need merely fill in the coupon alongside, attach your chaque or money order for \$4.00 and the British Advertiser's Annual and Convention Year Book 1925-26, will be in your hands by return.

### CONTENTS—In Brief

Nearly 500 pages, large size, crammed with data, facts, ideas.

First.—A Complete Advertising Text-Book on the Advertising Developments of the Year: Methods, Media, Men. Events. 22 chapters, 25,000 words.—a complete Business Book in itself.

Second.—Market Survey and Data and Research Tables—as complete a presentation as has yet been given in Great Britain of how to analyse your market, how to conduct research, how to find the facts you want how and where to

your market, how to conduct research, how to find the facts you want, how and where to launch your campaign and push your goods—together with actual detailed facts and statistics on markets, districts, population, occupation, etc., etc.

Third.—The Official, Full and Authoritative Report of the First All-British Advertising Convention at Harrogate. Another complete book in itself 60,000 words, 76 Addresses and Papers—constituting the most elaborate survey of the best and latest advertising methods, selling plans and policies, and distribution schemes, ever issued in this country, touching on every phase of pub-

policies, and distribution schemes, ever issued in this country, touching on every phase of publicity and selling work.

nurth.—A Complete List and Data-Reference and Series of Directories, covering every section of British Advertising; Fourteen Sections, 5,600 Separate Entries with all relevant facts about each, more than 250,000 words, embracing distinct Sections with complete Lists and Data on British Publications, Advertising Agents, Overseas Publications, Overseas Agents, Billposters, Outdoor Publicity, Rus, Van, Tram and Railway Advertising, Signs, Window Dressing, Display-Publicity, Novelty Advertising, Aerial Publicity, Containers, Commercial Art, Postal Publicity, Containers, Commercial Art, Postal Publicity, Printing, Engraving, Catalogue and Fancy Papers, etc., and a complete Section on British Advertising Clubs.

Really Four Works in One-A Thousand Facts—The Hundred Advertising Compendium. All-in

Sign	this	Coupon	and l	Post	it 7	Րo-d	ay—
	_						

Ta The Publishers of British Advertiser's Annual and Convention Year Book, 1925-26, Bangor Heuse, 66 & 67 Shoe Lane, London, E. C. 4

Please send me one copy of the "BRITISH ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK 1925-26" postpaid by return. I enclose herewith \$4.00 in full payment.

Name				٠								•		٠					٠			
Address						,										•						

## 391,465

### A Gain of 9,460 Copies

THE AVERAGE net paid daily and Sunday circulation of The New York Times, as reported to the Post Office Department for the six months ended September 30, 1926, was 391,465 copies—the highest figure ever reported by The Times for a corresponding period of any year.

The circulation, as compared with the corresponding period of last year, shows a gain of 9,460 copies.

SIX MONTHS ENDED SEPTEMBER 30, 1926..391,465 SIX MONTHS ENDED SEPTEMBER 30, 1925..382,005 GAIN 9.460

Even more significant than the fact that the average daily and Sunday circulation of The New York Times is greater than that of any other standard sized New York morning newspaper is the unsurpassed high quality of The Times readers.

The accuracy, the completeness and the impartiality of its news have established The Times as the preferred newspaper of intelligent and thinking readers.

The Times is advertising leader among newspapers in the greatest market in the world. In nine months of 1926 The Times published 21,821,052 agate lines of advertising, a new high record, a gain of 1,906,182 lines over the corresponding period of 1925, and an excess of 8,132,480 lines over the second New York newspaper. This great volume of advertising is of the highest quality, for the censorship exercised by The New York Times over the advertising submitted for its columns excludes fraudulent and misleading announcements.

## The New York Times

## AMERICAN PHOTO-ENGRAVERS





V. W. HURST First Vice-Pres.



M. G. GOSIGER



E. W. HOUSER



H. C. CAMPBELL



OSCAR F. KWETT

## The Bondage of Freedom.



 $F_{ ext{ iny REE}}$  men in a free country voluntarily bind themselves to uphold the laws which they themselves have made, or helped to make, than which there is no greater bondage. It is an obligation of honor.

The American Photo-Engravers Association is not unlike such a free community, inasmuch as its members have given their pledge, as gentlemen, to uphold the Standards of Practice and the Code of Ethics as here printed.

The Officers, Chairmen and members of all committees, serve unselfishly and without compensation, in a co-operative effort for the benefit of all.

### STANDARDS PRACTICE

1. Firm in the belief that "in union there is strength," this Association strongly urges that every photo-engraver be an active member of local, State, sectional and national organizations in his industry, as in no other way can he effectually aid in establishing uniform trade customs, fair competitive conditions, and the promotion of friendly relations with others in his chosen line of endeavor.

2. This Association aims to advance the photoengraving industry by impressing on its members the necessity of conducting their business along sound and approved lines, with due attention to the problems of manufacture, selling and accounting, to the end that they may thereby render service of an increasing value, and re-

ceive reward in keeping therewith. 3. In the belief that each member of this Association should be accorded the widest liberty of individual action not inconsistent with the best interests of all, this Association distinctly leaves to the determination of each member all questions of labor, hours and wages, and avows its position in such matters to be that of the strictest neutrality. In the promotion of harmony it recommends conciliation, arbitration and mutual concession rather than force in the settlement of disagreements over these matters and is ever ready to extend its friendly offices

through conference with the interested parties.
4. Realizing that only through knowledge of the cost of his product can a photo-engraver sell it on a fair margin of profit, this Association is desirous that every member install and maintain an approved Cost System whereby he may know his cost of production and be in a position to deal fairly with the public and himself.

5. This Association is ever desirous of maintaining the most friendly and cordial relations with other branches of the Graphic Arts, and invites their co-operation in all matters affecting the industry as a whole.

6. This Association reaffirms its belief in and the necessity for the universal use of a Standard Scale as a basis for pricing the products of the photo-engraver, this to be subject to such revision from time to time as changing conditions

7. While maintaining the right of each member to purchase his supplies and materials through any source he may elect, this Association believes that a feeling of reciprocity should exist toward those whose efforts are clearly for the uplift and advancement of this industry and its organizations.

1. In the conduct of our business and in our relations with our competitors, our customers and our employees, justice and fair dealing should characterize every transaction.

2. In the realization that higher business standards are to be attained through the education

Ванияния принципания на выполняющий принципания в принципания в принципания в принципания в принципания в прин

of our members, let each maintain an open mind toward all things which tend to better business

practices.

3. Prove to our competitors that we are as sincere and honest in all matters as we could wish them to be.

## ADVANCE THE PHOTO-ENGRAVING INDUSTRY AND THE INTERESTS OF THE MEN IN IT

4. Take no advantage of the ignorance of a customer, nor allow our employees or salesmen to do so.

5. Make no pretense of alleged "trade secrets" or the possession of other mysterious advantages over competitors.

6. To refrain from and discourage the practice of disparaging the equipment, output or personnel of a competitor.

7. To ever strive for Quality and Service in our own establishments and use these rather than lower prices as selling arguments.

8. Take no customer's word as to propositions made by competitors, for often there are details omitted (either intentionally or otherwise) which have an important bearing on the matter.

 Rather, maintain such a friendly attitude toward competitors as will enable you to meet them and discuss frankly the means whereby wily and unscrupulous buyers may be effectively discouraged.

10. To be very particular, when sketches or drawings are presented by a customer, in knowing that their use or reproduction does not in any manner infringe the property rights of others.

11. To see that employees, and particularly salesmen, do not misrepresent the policy of the engraver as regards the maintenance of fair prices and the rendition of full value for the money received.

12. To refuse to pay bribes or "commissions" to buyers, purchasing agents or others who may thus be induced to place orders with us. Business so acquired is sure to develop undesirable characteristics.

13. We strongly deprecate and see no need for the great majority of the so-called "middle men" or brokers, in the industry, believing that in the majority of instances the customer would be better served and at less expense by dealing direct with the photo-engraver.

14. When a new photo-engraving establishment enters the competitive field, it should be the duty and pleasure of those already in the field to establish, as early as possible, the most cordial and friendly relations with the management. Show clearly a desire to be of friendly service in avoiding possible pitfalls, and in other ways evidence a sincere friendship.

15. To avoid the very grave evils of over-equipment, let no new machinery or apparatus be installed unless a permanent need for same has been clearly established.

16. Make no estimates without knowing clearly all details connected with the work to be done, that there may be avoided any misunderstandings or disagreements with customers incident to "extra charges."

17. Under no circumstances make estimates on work done by another engraver where there is a chance that his charges are thereby to be "checked up." No one except the engraver who produced the work can know fully all the details of its production.

18. In our dealings with our workmen let us ever be mindful that there is resting on us, as employers, a grave responsibility. For we should by example and precept endeavor to inculcate the highest ideals of manhood and character, and emphasize the responsibility of every thinking man as a citizen of the United States of America, for the rightful discharge of his duties thereunder.

19. Hiring employees away from a competitor, or inducing them by other means to leave his service, must be recognized as a sure way to invite reprisal and a general demoralization of the local labor conditions. It is unquestionably the right of the workman to use all reasonable efforts to better his condition, but employers can do one another or the employee no greater wrong than to virtually become "bidders" for his servcies.

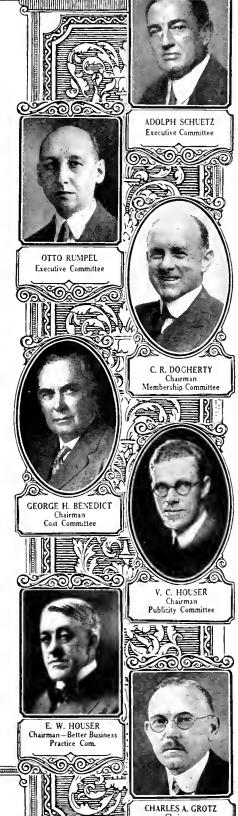
20. "A fair wage for a fair day's work" should be the thought in fixing the rates of pay of our employees, having also due regard to general living conditions. Securing a fair profit on all work we do is doubly necessary,—for the protection of the employer, and the just remuneration of the workman, that he may maintain himself under such proper living conditions as will conduce to good citizenship and good workmanship.

21. We should recognize that only by training all the apprentices which trade customs allow, can there be maintained a sufficient body of trained workmen in this growing industry, and that it is the duty of every employer to do his share in this most important work. Therefore, the selection of apprentices should not be left to chance, but rather be given the careful study of the employer himself, to the end that the industry be not harmed by the introduction of unsuitable or undesirable men.

22. When an apprentice is taken into the shop, much care should be taken in seeing that he be

properly trained and given the opportunity to become a thoroughly proficient workman.

23. And finally, let the photo-engraver be ever diligent in business; quick to repel the good and alert to repel the evil; ever mindful of the rights of others; as quick to take blame as to place it on others; courteous and considerate of others, particularly if they be less fortunate than himself; in every way a true American gentlemen.

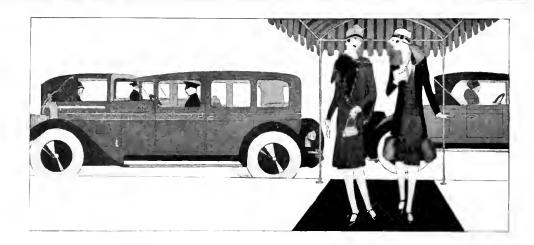


## AMERICAN PHOTO-ENGRAVERS

VFR

GENERAL OFFICES + 863 MONADNOCK BLOCK + CHICAGO

Research Committee



## All Dressed Up and (Most Decidedly) With Some Place to Go!

From its front cover to its last page, Delineator is animated with new sparkle, new spirit, new enthusiasm—and enthusiasm, you know, is the most contagious of all virtues.

In the pages of the new Delineator the woman of today will find a reflection and a guide for her own multitudinous and eager interests. Here she will discover the newest Paris fashion ideas for her attire—the latest mode for decorating her home—the most recent and expert advice for planning and

preparing her breakfasts, her luncheons, her dinners.

And, of course, a selection of the best fiction being written.

The trend of the new Delineator is decidedly up and up—in its price, in the quality of its contents and, most important, in the quality of its readers.

Have you seen the new Delineator? Then surely you'll agree that it is all dressed up and—most decidedly—on its way.

### Delineator

THE BUTTERICK PUBLISHING COMPANY S. R. LATSHAW, President

The new Delineator rate is based on a guaranteed circulation of 1,250,000. With the November issue the Designer is combined with the Delineator. The guaranteed circulation of the two magazines was 1,700,000. As subscriptions to both will be fulfilled with the one, it is obvious that for some time to come the advertiser will receive a gratifying circulation bonus.

The new price of the Delineator is 250 a copy

## Advertising & Selling

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N October 21 and 22 there will be held at Chicago the Thirteenth Annual Convention of the Audit Bureau of Circulations, an event that holds a conspicuous place on the calendar of every advertiser, advertising agent, and publisher. With the yearly total of advertising expenditures approaching the billion dollar mark, each annual "A. B. C. Week" gains in importance. In addition to the General Session of the Bureau there will be held, among others, meetings of the Inland Daily Press Association, the Agricultural Publishers Association, The Bureau of Advertising of the A. N. P. A., "The 100,000 Group of American Cities," and a complimentary luncheon to be given by the West-ern Council of the American Association of Advertising Agencies.

#### M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

NEW YORK: F. K. KRETSCHMAR CHESTER L. RICE CHICAGO: JUSTIN F. BARBOUR Peoples Gas Bldg.; Wabash 4000 NEW ORLEANS: II, H. MARSH Mandeville, Louisiana

CLEVELAND:
A. E. LINDQUIST
405 Swetland Bldg.; Superior 1817

LONDON: 66 and 67 Shoe Lane, E. C. 4 Telephone Holborn 1900

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Magazine, The Business World, Trade Journal Advertiser and The Publishers Guide. Industrial Selling absorbed 1925
Member Audit Bureau of Circulations and Associated Business Papers, Inc. Copyright, 1926, By Advertising Fortnightly, Inc.

# Facts not Theory About Cosmopolitan and its Influence

The real test of the effectiveness of any national magazine is its local influence—in individual markets and individual stores.

Let's put Cosmopolitan in Cleveland under the spotlight, as an illustration. There are approximately 28,000 Cosmopolitan families in Cleveland.

### They Live in the Better Districts

For example, in the high class home section known as Lakewood, where rents and living standards are high, Cosmopolitan reaches one out of every four and a half families.

About the same ratio holds true in East Cleveland, another fine residential district. (In a cheaper low-rent section of the East Side, Cosmopolitan reaches only *one* out of *sixty-six* families.)

Inquiries at Hotels Statler and Cleveland reveal that Cosmopolitan is the biggest seller of all monthly magazines.

At Miller's Drug Store, corner Cedar Road and Fairmont Boulevard, with six automobiles handling telephone deliveries to this high grade district, 300 Cosmopolitans are sold each month. Only one other magazine equals this number.

At Burrows, a high-grade downtown book store, only two other magazines equal the sales of Cosmopolitan.

### Customers of Exclusive Stores

Sterling and Welch is considered one of the finest furniture and household furnishing stores in the country, with an exclusive clientele. A check here showed that 28% of Cosmopolitan mail subscribers are their charge customers. And nearly as many people in Cleveland buy Cosmopolitan from the newsstand as subscribe for it by mail.

Kinney and Levan is another exclusive store devoted to the sale of beautiful home equipment. 33.2% of the Cosmopolitan subscription list checked were found to be charge customers of this store. Undoubtedly, many others buy it at the newsstand.

### Cleveland is only Typical

What is here shown to be true of Cosmopolitan's influence in Cleveland is equally true of nearly all important marketing centers in the country.

Cosmopolitan will deliver your advertising message to 1,600.000 worth while families,—the best customers of the best stores in all the important marketing centers.

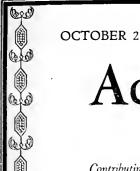
Cosmopolitan's new "Merchandising Atlas of the United States" will give you many facts about the Cosmopolitan Market and Cosmopolitan's influence.

### Advertising Offices

326 West Madison Street CHICAGO, ILLINOIS

General Motors Building DETROIT, MICHIGAN 119 West 40th Street NEW YORK CITY 5 Winthrop Square BOSTON, MASS.

625 Market Street SAN FRANCISCO, CAL.

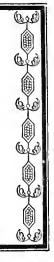


OCTOBER 20, 1926

## Advertising & Selling

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### Alibi-itis

### Selling Becomes a Side-line When Salesmen Are Permitted Unchecked Indulgence in the Alibi Habit

### By John Landels Love

ingenuity to thinking up schemes for selling more goods that they give to improving the

stock alibis for few or no orders, the transportation system of this country would break down under the sudden rush of business!"

The speaker, a sales manager, was rattled. He said in his haste things he would have toned down in his leisure. The morning mail was sorted on the desk before him orders and reports from his sales force, and more reports than orders. Overshadowing a modest platoon of "dotted lines" was massed a brigade of alibis.

'Some salesmen," he continued, "wear out more fountain pens than shoes. Listen to this:

"Enclosed are three orders. These represent one of the hardest days' work I have ever put in.

F salesmen devoted the same Called on eleven dealers who all firm had stopped advertising. complained, etc., etc.'"

> The writer went on to explain that several customers had asked why the

gave the weather a column and estimated the cubic area of the mud that kept the country folks from coming

in to town.

"Three alibis in one breath!" commented the sales manager. "Bad business, bad advertising, and bad weather-three small orders and three oversize alibis."

"Possibly he is right," suggested a listener, himself an old salesman who knew the doggedness of rural mud.

"Before my men set out on this trip," was the emphatic answer, "I gave them certain definite auinformation thentic regarding their territories, and other matters. This man was advised that savings banks and investment companies on his ground were doing an excellent business. There is money to burn right there if only enterprise is used by the



YOUR alibis show a rich and fertile mind, John, and had you elected to become a barrister or a politician you would not now be gazing at me across this desk. We should like to have you continue with us as a salesman, but if you are to do so you must concentrate on merchandising plans a little of that brain power you have been devoting to water-tight alibis dealer to make people loosen up. He was given good and tried methods of awakening and directing that enterprise, and he has forgotten or ignored them.

"He was told that an increased advertising appropriation was being spent. His records showed that over 300 copies of two national magazines carrying our advertising are sold each month in the town from which he writes; that two dailies we are using every week, and published in a neighboring city, sell a total of nearly 3000 copies in the same town. That gives a coverage of more than one-third the total population where dealers wanted to know why we had stopped advertising. Did he get after the dealer with these facts? You can bet he did not! Did he point out that, if weather has anything to do with business, bad weather keeps folks indoors and gives them more leisure to use our mending and knitting yarns? order list proves he did not.

"I spent fifteen years on the road myself, and I know the difficulties the salesman is up against," pursued the veteran, "but I'm going to tell you that if I had cultivated a natural taste for alibis I might still be on the road—breaking stones! The business of a salesman is to sell, just as it is the business of a bookkeeper to keep books. Let him once indulge the alibi habit and selling soon becomes a side line.

THREE years ago I took on a likely young chap who promptly made good. Inside of a year he struck a bit of hard luck and immediately he sat down on the alibi slide. Before three months were out he had exhausted all the old alibis and begun on a brand new set. His 'reason why' copy kind of fascinated me and I gave him a good deal of rope before calling him in. Finally I had to decide whether to let him out or screw him up to concert pitch once more. I decided on the latter.

"'John,' I said, 'I want to congratulate you!'

"He gaped.

"'Your orders of late have been few and far between, but I have greatly enjoyed reading your apol-

ogia for that lamentable condition."
"He was no fool and I saw him

brace himself for what was coming. "'Your alibis show a rich and fertile mind, John, and had you elected to become a barrister or a politician you would not now be gazing at me across this desk. I assume, however, that you wish to remain a salesman. We should like you to continue with us, but if you are to do so you must concentrate your undoubted mental ability on originating sales schemes. A little of that brain power you have been devoting to evolving water-tight alibis given to merchandising plans will soon put you at the top of the list.'

He turned red. Then he turned his back, walked out without a word—a saved man.

"Alibis are as easy to get as acorns under an oak tree in October. There are only a few varieties of them, but each is capable of infinite variation, and the same remark applies to sales plans. The newest selling scheme is only an old one turned inside out and returned from [CONTINUED ON PAGE 50]

### The Fable of the Farmer-Advertiser

### By W. R. Hotchkin

NCE upon a time there was an advertiser who had grown rich and with playful ambition bought himself a thousand-acre farm. Owning the farm merely as a plaything, he engaged a neighboring farmer to cultivate it for him. He told the farmer just where he wanted flower beds, vegetable gardens and rows of fruit trees, and an agreement was made that the farmer was to manage the matter according to his own ideas, and that all the bills would be paid by the owner, with a commission on the entire expenditure to the farmer for his work. Less than a hundred acres were to be under cultivation.

The man thus employed, unknown to the owner, had been a former client of his, and had failed in business and gone back to the land to make a frugal living.

The farmer immediately set to work. He faithfully plowed the entire thousand acres—fertilized and harrowed it. Then he planted the flower and vegetable seeds, in the spaces that the owner had indicated, and set out the required fruit trees, in their allotted rows. Next he engaged an aviator, with his airplane, to scatter more fertilizer over the entire farm; he also had him spray water each day, and insecticides when occasion required. He was faithful, punctilious and thorough.

Bills were rendered monthly, and upon the third

month, the owner visited the farmer with much wrath in his eyes, and many large bills in his hands. "What do these outrageous bills mean, Mr. Smith, for such a small acreage of planting?"

"Why, my dear sir, I have cultivated your entire farm. Not alone the part that is producing today, but all that you hope to have produce in the future years. I am tilling all the soil and enriching it for future plantings."

"Why, this is outrageous—you are a fool, if nothing worse, Mr. Smith. Why should I cultivate and fertilize a thousand acres, when I am getting returns from only a hundred?"

"You would seem to be right, sir; but I was told differently by your account manager when he so lavishly spent my money advertising my product in every town and village in the land, while it was on sale in less than a tenth. He told me that it was always wisdom to cultivate all the territory, to prepare for future growth. And now it seems that his teaching has misled us both. I, myself, think that it would be wiser to cultivate more intensively the ground where things are actually being grown, and those stores and communities where the goods exploited are actually on sale; but I am only a farmer and I wanted to spend your money in the exact way which you had told me was best for the spending of mine."

## Why Cigarette Makers Don't Advertise to Women

### By Lin Bonner

PEN the handbag of any nowadays girl between the ages of fifteen and fifty. Rummage your way through a few dozen things you find there.

What's this? A cigarette!

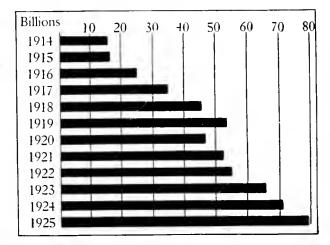
Two out of five have them —in the big cities a larger

proportion. Approximately, 3,400,000 miles of cigarettes were smoked in the United States during the twelve months that ended with June 30, 1926, Women inhaled about 510,000 of these miles, or about 15 per cent of all the cigarette tobacco puffed away in the period.

The cigarette bill of our nation for the year was about \$688,000,000. Of this the ladies contributed some \$103,200,000.

And they did it of their own volition. The cigarette makers do not advertise for the women's trade.

You'd think that with that much ash hanging around loose there'd



THE above chart shows the phenomenal **1** growth of eigarette sales in ten years. This appeared together with the accompanying article in last week's issue of Liberty. We submit it to our readers' attention as an interesting commentary upon a curious phenomenon long extant in the advertising of cigarette makers

> a little bit of printer's-ink impulse to stir it into circulation.

Yet it isn't done. Why? We will borrow a breakfast-food slogan: There's a reason.

Because of the past experience and what happened to the licensed liquor business, the cigarette manufacturers do not dare to advertise outright to women, although they admit that the latter now constitute a very important part of the cigarette-smoking public. of the biggest men in the industry, who does not want his name mentioned for the reason that the makers do not advertise to the fair sex openly, very candidly admitted to me that they are looking forward to the time when they may make a direct appeal—even now are ready.

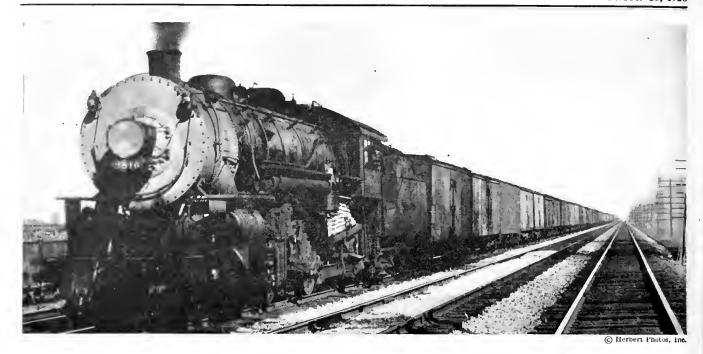
"But not just now," he declared. "The manufacturers fear that they may draw the lightning of the busybody element that

be considerably more available with brought about prohibition—the longhaired men and the short-haired women whose lives are incomplete unless they are stage-managing the

[CONTINUED ON PAGE 46]



This poster makes an indirect appeal to the feminine prospect, but to date it constitutes the most direct appeal in this direction which we have on record



## Freight Rates West of the

## Mississippi

An Annoyance to the Westerner That Deserves the Consideration of the Eastern Advertiser

### By Albert H. Meredith

HIRTEEN or fourteen years note that east of Pittsburgh and ago, in the coal-mining center of Pittsburgh, Kan., a bootblack caught at some remark of a

"Buddy," was his form of addressing the stranger, "d'y come from New York?" An affirmative led to the eager query:

"Kin a feller git a job there? I got a wife and two kids, and I'm a-goin' to git out afore the gang. The Canal's most done. There ain't goin' to be no Kansas only for the grasshoppers and gophers. Them railroad rates'll gobble up the coal mines and all the ranches,"

Ten years afterward, when Panama had become a fact, a hardware jobber of Ft. Collins, Colo., uttered a typical Western sentiment:

"We helped pay for the Canal but the benefits went to the fellows on the Scaboard or the Coast. We in the Rockies do business under heavier differentials than before."

As one travels over the United

Buffalo a man may live a business life to its end and hardly hear the phrase "freight rates" in ordinary conversation, but that west of the "River" (meaning the Mississippi), that phrase is encountered many times a day. Hardly a local newspaper has an issue without headline or editorial to reopen the sore spot. The salesman quickly learns that freight rates outweigh discounts in importance. Unless the seller is equipped to quote transportation costs, his other quotations fall on unhearing ears.

THE difference of attitude is due to a fact that is ever present in the thoughts of people west of the River. Freight costs, everywhere, are one element in the price of goods. In the East, freight is not differentiated in thought; it is absorbed in the total cost, as are taxes or drayage In the Middle West business houses buy with an eye to freight rates; in States, it is highly instructive to the South, particularly in Florida,

local industries are often hampered by unbearable freight tolls. In the West, however, freight is regarded as a sort of surtax on business.

Freight rates are high in that territory. This is undeniable. In a most fertile valley of Montana a rancher was met, whose yield ran close to forty bushels an acre. Mounds of sacked grain, suggesting the pyramids of Egypt, could be seen in every direction as one scanned the horizon. In enthusiasm. a visiting Easterner exclaimed:

"I'd think every New York farmer would abandon his land and come out here. Such crops are a fit reward for a summer's work. This virgin soil is magnificent!"

"You're all-fired near," calmly responded the rancher. "The root of all Western politics. All you see is all right. The trouble is with your eyes. You don't see the dark side of the rosy picture. All the West is bitter. Our bitterness takes all the fun out of ranching. God gave us these fine valleys; every summer we

[CONTINUED ON PAGE 56]

## Stealing Second Base in **Industrial Copy**

By R. Bigelow Lockwood

¶ĤE World's Series is over, but fans are still tingling from the big event of the year. Let us take advantage of this aftermath and link one of the situations in the National Game to advertising

It is two out and a man on first, with the score tied in the last half of the ninth inning.

In the pitcher's box a human spring is winding up. shoots an arm and off speeds the runner, toward second. It's a strike and the catcher fumbles the ball. Recovering it he hurls it to second base, but not quite quickly enough. The runner is safe; he is along the road that leads to the plate and in a position to score on the next hit or break. The steal has doubled

his potential effectiveness for a run. There is something in this situation that may be applied to advertising and used in copy. If advertising copy can be made to "steal second," then the message is just that much nearer to getting over the

home plate.

Analyze what stealing a base means in a ball game and you will come to these conclusions: It means beating the other fellow to it in quickness and action. It means taking advantage of an opening, assuming the initiative, and doing the spectacular thing at the right mo-And these principles that ment. have plucked so many ball games out of the fire may be applied to advertising copy.

Turn over the advertising pages of any publication and it is a simple matter to spot the advertisements



STEALING a base in a ball game means beating the other fellow to it in quickness and action. It means taking advantage of an opening, assuming the initiative, and doing the spectacular thing at the right moment. These principles which have plucked so many ball games from the fire may be applied by careful study to the preparation of industrial advertising copy

> which are stealing second. You will know them instantly. There is something about them which gets your attention quicker than others and holds your interest. In short, they have the jump on their neighbors. Why is it? Readers may not stop to answer this question; they know only that their attention is caught; but from your standpoint your message has advanced just so much quicker and further.

> Stealing second in advertising is a move that calls for generalship, just as it does in baseball. It is the signal of the shrewd manager of the team that sends a runner on his way. and likewise it is shrewd planning on the part of an advertiser that seizes an opening and catches a reader while his guard is down.

> Too many advertisements are hugging the sack closely, waiting for a

safe hit. Copy that steals second gets the attention-and the cheers. Let us see how this may be done, bearing in mind that it is not our intention to deal with every angle of an advertisement, but only those that get the jump on others in the paper, and get further around the circuit while the rest are waiting to start. In baseball the first requirement of base stealing is speed. A fast get-away is es-sential and initial speed must be maintained, hence the ideal base stealing advertisement will have strong attention value in layout and illustration, a burst of speed in the headline, continued fast action in the copy, and perhaps a slide for the bag at the end of the piece.

Let us consult the rule book and find out how it is done.

Readers of advertisements are like the spectators at a ball game. They are watching the plays and are quick to respond to the unexpected. To be sure they do not throw their hats in the air and burst into cheers, but mentally they are stimulated by the advertisement that is lifted out of the beaten track. Whether or not their attention is held depends upon the strength of the message and the way the story is told. Many pieces of copy get off to a flying start only to slow down midway between the sacks for a put out.

A base stealer wins the attention of the crowd by action. Head down, arms swinging, legs driving like pistons, he is all action. His very motions furnish a thrill. Advertising copy, however, can run only one

way: a jump from the page toward the reader. And instead of depending on swinging arms and driving legs, it must rely upon a layout, illustration, or headline that creates motion in the mind of the reader. Only then can it jump from the page.

Let us be frank about this thing. There is nothing marvelous about it; no trick. Readers of your advertisements respond to the same applied principles a hundred times a day in matters quite apart from advertising. A certain necktie in a shop window stands out alone, in contrast to the rest of the display. A typewritten letter, received in the morning mail, steals second base because of the unusual way it is spaced in regard to the margin. A pretty face, out of a thousand on the avenue, causes a twisted neck. Relief from the commonplace is instinctively sought, whether it be found in an advertisement or at the ball Faded to the point of boredom by thousands of commonplace reactions, quick response is given to whatever stands out by contrast.

Let us thus begin with the layout as one of the means to steal bases.

Naturally, the easiest way to design an advertisement is to stick in a cut at the top, drop in a headline, "write some copy" and wind up with the conventional style address, strung out in large type across the bottom of the space. This process, unfortunately, may easily become as automatic as putting on one's own clothes in the morning. Some ad-

vertisers always put on the left shoe first, others the right; but whichever it happens to be, the order is continued.

LAYOUT is a thing to be A studied—visualized if we may use the term. Square cuts which have been used before in countless other layouts are deadly. It is far better to work with a photograph and pencil than with the paste pot and shears. Type can be made far more interesting than so many black letters of the alphabet. It can be placed in carefully studied masses on the page to contrast with its greatest friend and ally: white space. The latitude which governs the placement of illustrations, headlines and text is wide. To be conventional is a lazy way of making layouts, yet to secure attention it is not necessary to go to the other extreme and be freakish. The appearance of an advertisement marks the first step toward stealing a base. The general arrangement of the various units on the page is the first thing the reader sees; the first impression made. In truth the layout is the vehicle that carries the appeal; the package in which it is wrapped.

Another important factor is the illustration, to which some reference has already been made in coupling it to the paste pot and shears. A good layout is worthy of a good illustration; or put it around the other way, if you prefer. In any event an illustration, whether it be a photograph of a machine or an

illustrative drawing, should mean something more than a picture inserted to fill space. It should be planned to carry a definite message, to create a definite impression, to accomplish a specific objective.

Many advertisements in technical publications indicate by their illustration alone the manner in which the copy was prepared. Using some photograph available, or digging into the cut drawer, the advertiser will write a piece of copy around the ordinary material he has on hand, Copy prepared in this manner is usually easy to detect. Lacking originality of illustration, the text more than often follows suit; with the result that it fails to interest the reader.

In using photographs for illustration a safe rule to follow is this: Decide first on the keynote of the advertisement. Plan the type of photograph necessary to link with and amplify this keynote. If material on hand is not suitable, discard it and get a photographer on the job who can get into a new picture the atmosphere of your mes-

Really good technical photographs are sufficiently rare to attract attention when they are used. Photographs posed and taken especially to illustrate a definite copy theme are priceless. Photography, therefore, becomes a part of visualization.

Aside from the class of photographs referred to, there are two types which can usually be depended [CONTINUED ON PAGE 78]



### Johns Manville

Asbestos Brake Lining and Brake Blocks







Hi.Eb the job was to clean and returned cid father and graniers that had but around the factory yaid 6 seal or more. They were out eved with oil,

MREE advertisements which for one reason or another perform the action which the author describes as "stealing second." Johns Manville catches the reader by the unusual quality of the illustration used, while Timken resorts to daring treatment of layout which owes its success to skillful handling on the part of its creators. Oakite, by means of illustrations and headline, tells its story forcibly at a glance and scores by its pertinence to a vital shop problem

## Florida Speaks For Itself

By Robert R. Updegraff

HEN a community is visited by a calamity and for thirty-six hours is cut off from the outside world, rumors multiply with amazing rapidity and the truth is hard to learn—even afterward.

When that community is one which has recently suffered from a dose of overbooming, these rumors are doubly destructive in their effect.

Which brings us to the recent storm in Florida.

It is doubtful if the storm did as much damage as the rumors that followed in its wake. According to reports, Florida was a wrecked state. Cities like Hollywood were wiped off the map. It would take years to rebuild it—if it were ever attempted. Florida would probably never "come

back," the newspapers were agreed. And were it not possible to stop these rumors, Florida surely would be in a serious situation. But the experience of the past two years has taught Florida the multiplying power of the printing press. And so certain of its communities and public service corporations have started after these harmful rumors in earnest. On this page is reproduced an advertisement in which "Hollywood speaks for itself." This ran in newspapers on Sunday, October 10. It confounds the rumor mongers with after-the-storm photographs of the buildings that are supposed to have been wiped out. It gives facts and figures on the property damage, and the alleged "wipedoutness" of the city.

As witness the following extracts, quoted verbatim from the advertisement:



If you have a picture of Hollywood lying in ruins; if you see it a city of demolished homes; you have an imaginary picture that would vanish the instant you traversed one of our streets. . . . If you were to visit Hollywood today, you would drive over streets completely cleared of debris. You would see no destruction to sidewalks or pavements. On each side you would find all the familiar buildings standing, some of them showing scars of the storm. You would observe the business section along the boulevard crowded with automobiles, and shops doing business.

And if you knew Hollywood before the storm, you would say to yourself: "Hollywood is still Hollywood, severely shaken in spots and damaged in places, but still a sturdy and very much alive community."

For the business section of Hollywood is doing business. Six buildings were destroyed by the storm, and none of them was solidly constructed. Every well-built structure is in its place.

well-built structure is in its place.

As you went about the city you would, if you looked below first appearances, find that lightly constructed

buildings and houses had collapsed, and that properly built structures came through the hurricane with no basic damage—chiefly shattered windows and smashed roofs. Uninjured apartment houses and residences alike testify to this fact.

Three days later, the Seaboard Air Line Railway came out in the newspapers with a full page, "The Truth About Storm Damage in Florida," giving facts and figures applying to the entire East Coast.

Whatever else Florida may or may not have learned from its boom experience, it learned that there is a way to talk to millions of people about a community, just as about a commodity. And it is adopting that way to spike the rumors that might otherwise keep on spreading, to the detriment not merely of its tourist season but of its permanent

growth and development.

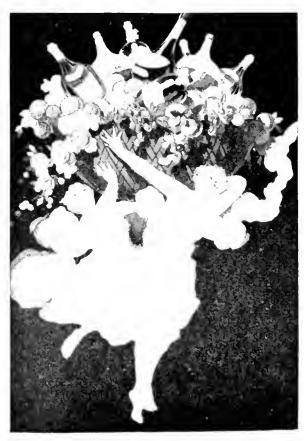
In spite of its unfortunate boom, and the misfortune of its terrible storm, Florida is likely to progress steadily in the next few years, and the natural way it is turning to advertising to remedy the heavy damage (in people's minds) wrought by the recent storm, leads to the conclusion that this community will develop skill in using advertising to further its development on sound progressive lines in the years that are to come.

There is an opportunity for a new and broader type of advertising than has yet been tried by any community, and it may be that Florida will be the section to develop it. It will not return so many coupons, perhaps, but it will build confidence and win friends, and with these the future of any community is safe, in spite of physical catastrophies.









Black and white reproduction fails miserably to do justice to these Gallic advertising effulgencies by Jean d'Ylen in which brilliant splurges of color on heavy blacks are the rule and where bizarre effects stand out. No medium of reproduction, however, can detract much from their sprightliness

## Aren't We Overdoing The "Fictional" Testimonial?

### By Daniel H. Steele

York society leader, and woman of the world, says:

I like it.... It gets one about so satisfactorily.... It is so wonderfully quiet.... I think its appointments are in very good taste... Altogether I should say it is as desirable a car as anyone might wish for.

This quotation from current automobile copy reflects the advertising mode of the moment. For advertising-stepchild of two of the fine arts, and first cousin to the seven authentic lively arts—follows, as they do, definite fashion trends.

Since the war, for instance, there have been three distinct periods of

advertising fashion.

The oversold period produced a type of advertising in keeping with the no-sale requirements of that time: copy of subtlety—institutional copy of which no more was demanded than that it present a favorable picture of the product advertised. Nothing was too bizarre or far-fetched, provided it was institutional. The sky was the institutional limit.

Fatty degeneration of advertising brains set in. Advertising became effete, emasculated. It became extravagant, prodigal. And like the prodigal, when the famine of orders came, it had to return from the far country of blue sky copy to the homestead of common sense. The diet of honey was succeeded by a diet of husks. The old, proved formulæ were trotted out and dusted off: reason why, brass tacks, coupons . . . A, B, C . . . 1, 2, 3. The second period of advertising fashion had arrived.

This was the go-getter period. Advertisements were catalogues, lists of selling points. Human interest went to the waste basket. Imagination and originality were bluepenciled. The go-getter ad had less of emotion than Joe Cook. The reaction from senseless flights of abstract publicity was naturally toward a plainer, saner, more business-like presentation.

But, remember, the trend of copy fashion is like a pendulum. When it reaches an extreme it swings the other way. Gradually advertisers

RS. PARK AVENUE, New and the public tire of severity in in style. Therefore it is with miscopy as they sicken of extravagance. Improvement in business conditions permits a little more lattitude in advertising. The demand is for a change; something different, something new. Advertisements must be made more attractive; copy more readable. Human interest becomes the requisite. Witness the third period of advertising fashion.

The searchers for human interest borrow a device from the beginnings of advertising: the testimonial. Voila! It becomes the vogue . . . and every copy writer must be in style. Great names lend their prestige to the sale of pianos and pickles, beauty creams and sausages. The duchess of this, and the countess of that, tell debutantes how to pick out

N a Saturday Evening Post we I find an interior decorator recommending an automobile, an octogenarian ex-Senator featured in connection with greeting cards, a famous actress praising pipe tobacco, a humorist boosting a radio, a Parisian couturière mentioned to draw interest to chests of silver, and so on and on.

Among the products of the Chicago market we find Red Grange giving human interest (at so much and sweaters. The pages of the women's magazines carry mass testimonials—"Three Hundred and Fiftytwo Stars at Hollywood Say-" Successful People," "Optimistic, (pictures included) testify to the rejuvenating qualities of a brand of yeast. Multiplicity of testimonials . . . compound human interest.

The latest testimonial campaign, based on the theory that men's wear styles originate in the colleges, features prominent students expressing their preferences for certain specific shirt or collar models. The student quoted is usually the one voted by his class as The Man Most Likely to Succeed, or The Best Dressed Man.

All these are modern 1926 model advertisements. Admittedly they are givings that we inquire into the potency of their appeal.

Probably the buying motive they appeal to is that of imitation. The inference being that if Bobby Jones uses Sockem golf balls they are good enough for us. If one of New York's best known society matrons finds this car satisfactory, presumably it will satisfy my less exacting and less experienced taste. If Ann Pennington, a famous dancer, uses Blue Jay corn plasters to keep her versatile feet in condition, the ordinary pedestrian should find them efficacious in ridding his own feet of corns . . . if she actually does!

If she really uses them-isn't that the secret of the effectiveness of the testimonial: its genuineness? Does it ring true, or is it obviously bought, untrustworthy?

Refer again, please, to the restrained, dispassionate, almost reluctant testimonial of the New York woman for the automobile, quoted at the start of this paper. Why should one imitate this woman in the purchase of a car which finds her so cold in its behalf? She does not even admit ownership of it. She doesn't say "my car." She could say as much without ever having ridden in it. Her statement suggests that she was over-persuaded to permit her per h. i.) to meat loaf, candy bars name to be used, and carefully censored the copy to prevent any note of actual endorsement from creeping in. It is possible that her testimonial was spontaneous and unsolicited, but it fails to give that impression.

> N a later advertisement for the 📘 same car, however, a professional woman speaks in its favor with more plausibility. Without too great a stretch of the imagination, one might see the car proving itself ideal for her use. It is a more sincere, genuine testimonial, more likely to inspire others to imitate her in the purchase of the car.

> Fancy the strain on your credulity to believe that Red Grange became so enthusiastic over the goodness of a candy bar, the nour-

> > [CONTINUED ON PAGE 84]

# Sending the Executives into the Sales Field

### By Walter B. Pearson

President, International Airways Corporation

FTEN in my experience as general executive in charge of sales. I have been asked by my associates, in the executive family, why I felt it necessary to spend so much of my time in the field. My answer has been that I consider no man capable of formulating policies for, and directing the work of, a merchandising organization who is not himself in the closest possible touch with the actual field of action and the changing conditions governing it. It was suggested that, if I had competent men in the field and received from them the right sort of reportssay, daily or weekly-I should be able to judge from them, and from a record of orders received, just what was going on in the field. I could consequently still be at headquarters to lend my aid and counsel on general matters appertaining not only to sales but also to the coordinate branches of the business, which it is necessary to keep properly synchronized.

But before you can have proper understanding you must have accurate knowledge; and my contention is that no one who depends solely upon what arrives in the mail, is competent to do anything worth while in the real creation and management of any worthwhile business.

The reasons for this opinion, particularly as it concerns a general marketing executive, are not far to seek. Selling is like life itself: always changing. As change and growth or decay are essential characteristics of life itself so are they of selling. A product may be exactly suitable for one part of the country and either apparently or actually not quite satisfactory for some other part.

Therefore, in conducting vital selling campaigns I have followed the only plan I felt that I could employ consistently: I have gone out personally and met the men who sell, the dealer or manufacturer who



buys, or the user or consumer, as the case might be. In this way I have discovered and determined for myself just what course should be followed to achieve the desired end.

A practical example of actual results which has come under my personal observation and experience, may serve to illustrate the way this method works.

CERTAIN very large company marketing food and other specialties decided some years ago that local conditions in Cleveland required a special brand of one of its leading products to meet strong local competition. With the data at hand, and some half-baked theories in letters from the local salesmen, the company designed a new brand of the highest quality; much better, in fact, than the local brand. As the locally-made dominating brand gave premiums, it was decided that this new brand also would give premiums, but that its premium tokens should have four times the value of those of the leading competing brand, and that the premium redemption stations should be located upon the main downtown business street, instead of in the cheaper neighborhoods.

Then the company proceeded to make strong selling and advertising plans, including the distribution of free samples. By combining their sales work with that on their other successful items they secured almost perfect store distribution. Their local advertising was ably conducted. A year went by, and aside from the primary spurt in sales due to securing initial store distribution the result was the establishment of a very small, settled business.

The following year more samples were distributed and more advertising done, but with no appreciable result in new business. Although the price to the dealer on the new brand was somewhat lower than that of the

competing brand, and the price to the consumer was the same on both brands, the sales did not increase. As a consequence the home office lost interest in the brand except to use it as a horrible example of the sales department's failure to produce.

About this time a new sales executive was brought in. He was told, among other things that were expected of him, that he must get results from this local brand in Cleveland; that it had cost the company a lot of money; that it was losing money for the company each day; and that the company had a right to expect better things of the sales department. The new executive believed in first-hand investigation, and soon packed his handbag and went to Cleveland. He knew from experience that by asking dealers leading or skilfully worded questions you can get, or seem to get, about any answer you want. He did not do that. He did not go to Cleveland with any preconceived theory to prove. He went to get facts and make a cold-blooded analysis of the local situation. His first effort was to discover the various neighborhood characteristics, the

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### THE · EDITORIAL · PAGE

### Increasing Hazard of Instalment Selling

ITH sales based on deferred payments now aggregating in excess of \$6,000,000,000 annually, as developed by a special committee of the American Bankers Association, it is time manufacturers began to consider seriously the hazard of this method of selling. One industry after another has ceased to depend on the old way of selling based on current income, and has gone out for a slice of the American public's future income, until it has come to pass that a very large portion of the country's purchasing is being done today with the coin of Expectation, rather than with cash.

So long as business is good, Expectation may be accepted at face value, but let business slump, with the attendant industrial lay-offs and the inevitable office pay-roll paring, and Expectation will lose its paying power. When that day comes—and it is practically certain to come ultimately—the public will begin to turn merchandise back on the merchants from whom they "bought" it, and merchants in turn will begin to cancel orders and return shipments to manufacturers. Doing business with the coin of Expectation will then be unpopular all round.

ADVERTISING AND SELLING believes the time has come to face this prospect, and for individual businesses, and whole industries where possible, to begin to shape their policies and exert their influence toward healthier selling methods. Insisting on larger down payments and shorter periods for completing payment is one practical way to improve the situation without causing any serious disturbance or risking a heavy curtailment in buying.

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### A New Creative Work

BEGINNING as annual social junkets, and recovering from a mistaken step toward price agreements, the trade association in America is now emerging into a remarkable creative era. It is using its cooperative effort, in many instances (sure to grow in number) in a creative way for the benefit of the industry as a whole. Needless to say, this is via the road of advertising, research, cooperative sales effort; for these are the only tools capable of doing the job.

The lighting fixture manufacturers—to select at random one of the industries which has modernized and organized itself—has now begun activities which cannot but result in lifting it out of the sorry condition into which the peculiarities of trade practice have put it (the short-sightedness and strategy, for instance, of builders resulting in putting into homes very cheap and nondescript lighting fixtures).

The new procedure calls for a remarkably thorough housecleaning; codes of ethics, higher standards of manufacture, united educational effort, broadening of consumption and enlightenment of both trade and consumer.

It is not at all unlikely that the greatest single source of advertising in the next ten years will be the trade association groups who will unite to broaden their industry, increase consumption and advertise effectively.

### Making Advertising An Oath

A SPEAKER at the Cleveland convention of American Industrial Lenders Association the other week made the novel statement that an advertisement should be as sacred as an oath in court. He was of course directly referring to the advertising of lending companies. One can readily understand how such advertising particularly should be worded with the greatest conscientiousness.

The idea of an ad writer "swearing to" his copy is enticing to those who want to rid advertising of misrepresentation. It would obviously not deter the fake and fraudulent advertiser, however, if an affidavit were required covering his advertising statements. And such is human nature that many honest people would swear to statements which were not in accord with fact. To prove this, listen to five witnesses of an automobile accident and their contradictory statements. People's powers of observation or capacity to state truth differ amazingly, even among thoroughly conscientious folk.

Oaths are somewhat outworn methods of adducing fact. The trained newspaper man and the trained advertising man, full of the lore of words, the spirit of sincerity and a grasp of public psychology, can get nearer to truth than any other person, however well-meaning, and however aided by the proverbial "stack of Bibles." In advertising, as in virtue generally, it is not enough to *intend* to tell truth; one must also make it *seem* truth.

#### ಂತಾ

#### The Old Market—or the New?

A GROWING concern, manufacturer of a specialty in the electrical field, is planning to extend its markets. With the plant in Chicago, sales for the four years of the business have been concentrated in the Chicago territory of seven States, plus only a healthy volume centering about New York City. The product is hardly ready for national marketing, nor the company in financial shape to risk too rapid expansion.

"All our information," states the puzzled owner of this business, "shows Iowa and Illinois with high density for our article. Does that mean that these markets are saturated? Or would it be wise for us to go elsewhere, say Texas or Alabama, where electrical service is newest and where appliances have not been heavily sold?"

Viewed from another angle, this problem becomes a choice of highly competitive selling in a field where the use of the product is rather general and the "easy selling" has been gobbled up; or of pioneering in untried markets where the brunt of selling will be that of creating the demand. A satisfactory answer hangs on that most intangible of all marketing information: what is the mood of the non-owner, what his reasons for not buying?

## How I Selected a Surgeon

### By a Manager

DVERTISING managers will, I am sure, be interested in the success I recently had in selecting a surgeon by a new and unique method, following the principle I had previously worked out with great success in another field, which I do not feel at liberty to specify.

I had suffered—Oh, I had suffered!—the tortures of the damned. Every day, every hour, every minute, every few seconds, I was in the most intense agony, and I wanted relief

wanted relief.

But I wanted safety too. Yes, quite as much as I wanted relief, I wanted safety. I had heard so many terrible tales of long illness and even death resulting from carelessness in operations of the sort I knew I should need that I preferred to suffer in silence rather than walk into

the greater agonies which might follow the least lapse from prophylactic

vigilance.

The other requisite was skill. I knew I was far beyond the scope of a mere dub. I wanted the best there was, for my case was individual and peculiar. I knew it. No ordinary case ever punished its victim as mine did, and nobody ever before had gone through the intricate anguish that beset me from end to end.

I saw signs of surgeons in windows on either side of me as I picked my tortured way to the office. I had friends galore who told me marvellous tales of how Dr. So-and-So or Dr. Whoozis had done them great good. But my problem was peculiar and I dared not trust to another's experience or to the misleading evidence of ability to pay rent on a costly and busy thoroughfare. What I needed was a rare combination of relief, care and skill, and I was stumped to know how I was to find it.

At last I had an inspiration. I would send to a selected list of the very best, a questionnaire. I would sift this thing to the very bottom, get the real facts and then I could act with complete assurance.



And so I did. I got up a list of a hundred of the most searching questions you could imagine. I tell you, those old boys sweat out the truth before I got through with them. Modesty forbids my telling you what all the questions were but here are some of the more relevant ones:

1. Name and address.

2. How much rent do you pay?

3. Do you pay it regularly? If not, why not? If so, why?

4. Are you a grammar school graduate? High school? College? Medical school? Dates of each.

5. What were your final grades in osteology, *materia medica*, anatomy, biology, etiology?

18. How many patients on your list actually live? What are they in for?

19. What treatment do you follow in the five most interesting cases?

28. How many patients have you lost to other physicians during the past five years? Names and causes of their leaving you?

29. To whom did they go and how long did they stay there?

30. How do you pay your nurses, assistants, anæsthetists?

31. If I die on your hands, is their pay docked in any way or are they paid in full as usual?

32. If I needed a nurse would she be a blonde or a brunette?

33. Would she have flat feet?

56. What experience have you had with my ailment, which I can describe to you if necessary?

57. Detail your method of procedure in cases of ex-

treme gravity.

60. Do you mind if I call up some of your patients and ask whether you are any good?

70. While I am out of commission, if that becomes necessary, would you tend my furnace for me, or would you send one of your helpers to do it?

82. How about my diet?

87. Did you ever want to murder anybody who irritated you?

88. If you were to stab me And so I did. I got up a list of a in a vital part, how could I prove undred of the most searching questant you didn't do it on purpose?

90. Where do you get your instruments? Are they pretty good?

95. What size scalpels would you use on me? And what other instruments, if any?

96. Do you, when operating, wear:

(a) A cap?

(b) A mask?

(c) A robe?

(d) Rubber gloves?

Give brand of each and date when last sterilized.

100. Submit a rough outline of what you would do to me if I put my case in your hands.

Promptly at the hour set I received from each surgeon a personal messenger bearing his full answers to my list of questions. And then for a couple of hectic weeks I stewed over the responses.

Finally it simmered down to three surgeons, any one of whom seemed good enough to take a shot on, but I was unable to decide. At last I determined to stake everything on the answers to questions 14 and 15, in which I had craftily asked for color of eyes and hair respectively. And there I found my solution to this harrowing problem. Two had blue eyes, and one had brown. And

[CONTINUED ON PAGE 48]

BRUCE BARTON

ROY S. DURSTINE

ALEX F. OSBORN

### Barton, Durstine & Osborn

INCORPORATED

An advertising agency of about one hundred and ninety people among whom are these account executives and department heads

Mary L. Alexander Joseph Alger John D. Anderson Kenneth Andrews J. A. Archbald, jr. R. P. Bagg W. R. Baker, jr. F. T. Baldwin Bruce Barton Robert Barton Carl Burger H. G. Canda A. D. Chiquoine, jr. Margaret Crane Thoreau Cronyn I. Davis Danforth Webster David C. L. Davis Rowland Davis Ernest Donohue B. C. Duffy Roy S. Durstine Harriet Elias George O. Everett G. G. Flory K. D. Frankenstein R. C. Gellert B. E. Giffen Geo. F. Gouge Gilson B. Gray E. Dorothy Greig Mabel P. Hanford

Chester E. Haring F. W. Hatch Boynton Hayward Roland Hintermeister P. M. Hollister F. G. Hubbard Matthew Hufnagel Gustave E. Hult S. P. Irvin Charles D. Kaiser R. N. King D. P. Kingston Wm. C. Magee Carolyn T. March Elmer Mason Frank J. McCullough Frank W. McGuirk Allyn B. McIntire Walter G. Miller Alex F. Osborn Leslie S. Pearl T. Arnold Rau Paul J. Senft Irene Smith J. Burton Stevens William M. Strong A. A. Trenchard Charles Wadsworth D. B. Wheeler George W. Winter C. S. Woolley J. H. Wright

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NEW YORK 383 madison avenue  $\begin{array}{c} {\tt BOSTON} \\ {\tt 30\ NEWBURY\ STREET} \end{array}$ 

BUFFALO 220 DELAWARE AVENUE

Member American Association of Advertising Agencies Member Audit Bureau of Circulations Member National Outdoor Advertising Bureau

## A Nice Booklet—But Who Wants It?

### By Charles W. Stokes

Wash., agency, writes the editor of Advertising and SELLING in part as follows:

"Our service department is constantly producing folders for community and hotel advertising. There are many notable folders issued by certain sections of the country or by groups such as our Hotel Association. There is the Redwood Highfolder, the Coast Highway folder, and the most recent one on the Pacific Highway. We are acquainted with the various methods of distribution, and the 50,000 folders which we produced for the Washington Southwestern were distributed through such channels as 'Ask Mr. Foster,' Peck-Judah, automobile clubs and chambers of commerce. There can be no question but that there is a terrific waste in this distribution, and I, for one, would be particularly in-

terested in an article dealing with folder distribution where there is limited direct inquiry for them."

Nothing is more dangerous to generalize about than the travel habit, for you have to take into consideration income. time, climate, season, business conditions and the portability of a family, as well as the personal or æsthetic equation. The enormous range of travel interest in this country affords results, therefore, in dual competitionnot only competition with other interests, but internal competition between vastly different resorts. It may not be without interest, for example, that this inquiry followed me in the mails down to Newfound-

R. J. B. GOFF, of a Tacoma, land—a remarkable little British country at the mouth of the St. Lawrence Gulf, separate entirely from its neighbor Canada—and Newfoundland is one of the latest recruits to the regions which are endeavoring to promote a tourist trade. As little known as it is, it was surprising to find comparatively large numbers of tourists coming in on the Boston steamers, and as most of them came for the mere adventure of discovering Newfoundland, one wonders a little what they expected to see. How many were diverted from California or Oregon? What is the cost per unit of getting tourists to a new country like Newfoundland, and for such a short haul, compared with countries that have ridden on the crest of a triumphant tourist boom like the Pacific Coast or Florida?

> The inquiry opens up, of course, the whole question of waste in advertising—about which full-length

articles, academic or otherwise, could be and have been written. It seems to me that the fundamentals of such a discussion are three: basic waste, in which the wrong methods or the wrong appeal is used; coverage waste, which implies the employment of duplicate mediums without adding to the potential results available without their use; and competitive waste, which means that the customer puts you to the expense of making your sales proposition to him and then buys a somewhat similar article elsewhere.

Direct mail advertising involves all three kinds, but particularly the last. We can ignore the mechanics of the mailing list upon which the direct mailing is based, and assume that it is as nearly efficient as possible; also we can assume that as nearly as possible one hundred per cent of the recipients are genuinely interested in the article advertised

and that the sales message reaches them personally and in a moment when they are not prejudiced But it against it. does not follow that the receipt of this message reduces them to a state of hypnotic trance, nor that they automatically lose any tendency they may have toward deferring a decision until they have "shopped around."

Shopping around is one of the most cherished privileges of the travel customer. The expansion in travel during the past few years, due to motor touring and heavier railroad and steamship advertising, has opened to him such a variety bewildering of delectable places, that he would need to be very stern-



THE travel customer can not be sold until he is in the mood L to travel. The highest percentage of waste is found in sending a large number of transportation folders to people who have not requested them. When, on the other hand, the prospective traveler goes "shopping" for pamphlets, not one of them is wasted if a single booklet has induced him to start the journey

[CONTINUED ON PAGE 86]

Railway

Railway

Engineering Maintenance

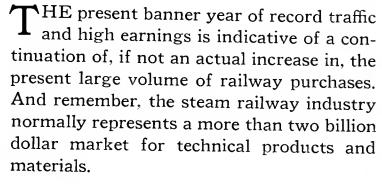
Railway

Electrical Engineer

Railway Signaling

RailwayAge

## Record Traffic, High Earnings And Railway Purchases



In reaching this market there are two important problems to solve. First—selecting the railway men who can specify and influence the purchases of your products. Second—placing the merits of your products before these men in an effective manner. In solving both problems the five departmental publications that comprise the "Railway Service Unit" can aid you materially—for each one is devoted exclusively to the interests of one of the five branches of railway service.

Our research department will gladly cooperate with you in determining your railway market and the particular railway officers who specify and influence the purchases of your products.

### Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street

New York, N.Y.

608 S. Dearborn St., Chicago 6007 Euclid Ave., Cleveland New Orleans, Mandeville, La. San Francisco Washington, D. C. London

A. B. C. and A. B. P.

## The Railway Service Unit

Five Departmental Publications serving each of the departments in the railway industry individually, effectively, and without waste

## A Catechism for Advertising

### By Norman Krichbaum

fires of Advertising have found L her an impatient mistress. Her never-ending demands for instant action leave us little leisure for fireside cogitation. It is one long classic track event, in which Closing Date seems to be constantly gaining on Copy. Under such day-in-day-out pressure, the mental pursuit of any philosophy—even one which might relate to advertising itself-is largely foregone. Few of us feel that we can speculate long on whither we are going-we only know that we are going and can't afford to stop.

It may, therefore, seem superfluous and idle chatter (at least for a chap not too senile to scribble at copy or paw over old electrotypes) to intrude such a thing as a "catechism for advertising." Yet certain significant questions about the future of advertising, not only as an institution but as a movement, recur to me in the comparatively tranquil intervals between the client's O.K. and the first proof. I think they must occur, more or less vividly, to nearly all advertising men who like a compass to steer by.

So perhaps it may not be altogether juvenile to set down mechanically some of these queries on paper. I am aware beforehand, though, that a pen-venture like this is almost sure to turn out to be a very stiff and formal mode of sketching a vision of the future paths of advertising. After some reconnoitering, I can set my clumsy finger on an even dozen question marks to be hung on the subject of our inquisition. I suppose, according to precedent, there ought to be "fourteen points" to this affair. But twelve there are.

And about these twelve advertising people can afford to do at least some street-car or dentist-office thinking. Here goes:

1. How will the future deal with that great enigma: agency account turnover? Agitation over this phase of agency policy comes mainly from the agencies themselves. Will agencies, as a means of self-protection and good economics, voluntarily bring about a condition of greater stability of accounts? Will advertisers do it for them? Or will advertisers insist on a perpetual right ten into an agency's past may even-

THOSE of us who tend the altar to shop around, because they believe tually replace this method. Some agencies "go stale"? Agency service, indubitably, is not standardized shelf-goods, but differs widely, depending on the agency. Yet account turnover is expensive for agency and advertiser alike.

> 2. What does the future hold for the fortunes of direct mail as a medium? Is it fated to make big inroads on magazine advertising? Perhaps it will pick its own laurels fresh from the bushes, rather than clip them from the hoary head of publication space, and thus add to, rather than borrow from, the general volume of advertising. Perhaps the government, through postage rates, will make direct mail considerably cheaper. Perhaps, on the other hand, it will take advantage of a juicy opportunity for revenue, and make mail advertising far more expensive. As for direct mail itself, will it be able to establish its contention that its race is just begun, and that it will prove a revelation in more profitable results for a wide sector of the advertising circle? It should prove more easy for direct mail to check up on results than publications, a fact which may be a sword over its own head.

> 3. Is there going to be a stern reaction toward better copy? Copy mediocrity is still rampant with us. The day may come when most copy will be a finished product in the same sense that literature is a finished product—when it will actually have to be done by artists in words as well as by ingenious and constructive thinkers. It may be that not enough of us have thought of copy in terms of space cost. How many \$3,000 advertisements contain \$3,000 copy? When we do come to think about copy in terms of dollars, dollars spent to publish it, we may be rather appalled at the nonchalance with which we have been filling expensive space. And space may be bought as a place in which to put fine copy, instead of copy written to fill up space.

4. How about that most topic, the fifteen per cent agency return? Will that arbitrary basis of agency revenue bear the test of time? We have to weigh its fairness, its adequacy, its logic. Perhaps a return more commensurate with the record writ-

agencies undeniably do more and better work for their fifteen per cent than others. Likewise, an agency starting off an account gets this percentage right along, and is not financially advanced for its efforts as an individual is by salary raises. It can bank only on the growth of the account, and if the account lacks the potentiality for large growth, the agency will not be better paid even when its increasingly effective work reduces sales

5. Take the question of where advertising stops and merchandising begins in agency service. Can this be settled, and an actual province for advertising service set up, with boundaries over which selling assistance may not stop? Involved with this is the question of what a publication sells when it sells white space, and how far it should go in edging behind the counter to sell goods. As advertising becomes more completely and imposingly a profession, it may behave as the medical specialist does. and decline with impunity to make excursion beyond its appointed dominion. On the other hand, it may find sales activities "wished" on itself, and the eventual amalgamation of sales and advertising may be no pipe-dream.

6. Will virtually every agency which begins as a "technical agency" necessarily harbor ambitions to evolve into a "national agency"? Perhaps the field of the technical, trade-account agency will become so specialized and so remunerative that this type of agency can afford to forget "national" ambitions. The urge to service big accounts may also subside as manufacturers realize the thing that looks like an inescapable axiom of future industry: that mere sales volume may often well be sacrificed in favor of sales profits.

7. From what training-camps will the future warriors of advertising be recruited? Are agency executives, especially, going to grant more friendly cooperation to schools where advertising courses are given? If they do, the business will take on a distinctly more professional tone. Advertising juniors, then, like lawyers or physicians, will step into



The only newspaper in America that has more than a million daily circulation—

# THE NEWS New York's Picture Newspaper

The net paid circulations of the News as required for government statement, for the six months ending September 30, 1926 are 1,082,976 copies daily only and 1,244,316 copies Sunday only. The average net paid circulations for the month of September 1926 were daily —1,140,710; Sunday—1,312,774.

—and the strongest advertising medium in New York today!

their novitiate by virtue of technical training, rather than "by guess and by gosh."

If advertising men continue to cold-shoulder these sources of training, the incubation of good material may be cooled down. Advertising rudiments, language and psychology have to be taught somewhere. Have the agencies time and money to teach them?

8. Consider the myriad products advertised exclusively or mainly to women. Is the ferminine angle in such matters to be more closely approximated by a much larger representation of women in the roster of advertising "men"? The market study and the creative side of such publicity may be found to gain immeasurably by completely letting down the bars which according to some conceptions the unfair sex have put up against the fair sex. Even now these bars are slipping.

9. Where is the "big space" complex due to lead us? Nearly every advertiser who is financially able self-created competition of advertising against advertising some day see a limit? The successful advertiser of the future may obtain domination less through space than through ideas, copy, layout. Expansiveness may well smash against a barrier of expansiveness, or of over-crowding. Not everyone can dominate, though American advertisers have manifestly not yet learned this. A corollary may be that advertising genius will be at a premium to make smaller space pay,

10. This with particular reference to the smaller agency: Isn't the great tide of research broadening to take in all advertising service? The day may come when brains in planning (ground-work, research, market surveys) will be set in importance above brains in executing campaigns. Conversely, how much "research" now is merely part of a great furore; imposing, but useless and inapplicable?

11. As the advertising business at-

uses full pages now. Will not the tracts young men in greater numbers (as it increasingly does) service may multiply faster than the demand for it. America, the seat and center of advertising, may even find herself exporting its proselytes to Europe and beyond, to act as missionaries to the world at large. And conceivably, as the supposedly fabulous rewards of the profession create a surplus of talent, those rewards, such as they are, may decline, with the result that advertising men may receive less money and advertisers themselves profit thereby.

> 12. Will important new classes of advertisers be created? The recalcitrant churches, for example, have largely been won over. They have been won over because church material, church-goers, were needed. Their alignment with advertising overcomes any so-called "ethical" objection which other coy individuals or institutions might entertain. Yet doctors, lawyers, dentists, and colleges-or the best of them-remain

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#### A "Practical Man"

#### By Robert K. Leavitt

Secretary-Treasurer, Association of National Advertisers, Inc.

KNOW a man who was fond of scorning his more studious acquaintances as theorists. And this was somewhat amusing; for there was probably no one of them who cherished as many theories as he, or whose procedure in the ordinary affairs of life was regulated by so blind an adherence to pure, unquestioned theory.

The man of whom I speak had a great deal to say about the sales and advertising policies of a concern which his family controlled. The sales end of the business was run strictly according to his theories. Especially about advertising he had an unlimited number of pet beliefs. He would have been insulted if one had spoken of these beliefs of his as theories. Sometimes he would admit having "hunches." But more often he thought of his prejudices as "horse sense." And, as every practical man knows, horse sense consists of unalterable convictions that need not be arrived at on any rational basis at all.

He believed, for example, that a certain magazine was indispensable for the advertising of his concern, a page; there was one center and to the same conclusions.

acquaintance with the details of its space or circulation, for he could not have told you within a half million copies how large its circulation was, or what size of towns it went into, or how much people paid for it; why they read it, or what kind of people read it. As a matter of fact he did not really know (though he had his theories about this, too) what kind people ultimately bought his product after it had left his hands and passed through those of the jobber and the dealer, or why they bought it. But he did know that his wife read the magazine in question and that was enough for him. It was the sole basis of a theory in accordance with which he spent a good many thousand dollars each

He had a raft of other theories. Newspapers owned by certain interests were, he believed, read only by the highly undesirable, and hence must be bad mediums for advertising. Pictures of pretty girls were the best advertising. There was no such thing as an optical center of

This belief was not based upon any any man of sense knew where that was. Put the trademark there. And

> Now I submit that there was a real theorist for you. Beside him the analysts, the experimenters, the students of recorded data are hard boiled eggs.

> It is one of the fascinating things about this business of advertising that more and more the "horse sense" type of theorist is vanishing, because his prejudices are proving themselves to be infinitely expensive. And the man with a wholesome respect for facts and for methods of determining facts—the man who used to be scorned as a theorist-is coming into his own.

> The engineers, the architects and the medical men found out long ago that the truly dangerous theorist is the man of unreasoned but unalterable prejudices and that the truly practical man is the one whose reverent regard for facts is so great that his conscience will not let him accept them till they are proved. A reverent regard for dollars and cents is happily driving us sellers of goods



Farm homes on the main highways in the vicinity of Des Moines no longer wait while their newspaper takes its turn at the postoffice with the other mail. The Register and Tribune's own motor delivery service has changed all that.

Twenty-nine special motor carriers serve these rural families. These carriers deliver only The Register and Tribune. There is no sorting. There is no delay. Each carrier gets enough copies for all the yellow boxes along his route. He is away at his work before the ink on the paper is dry.

Thousands of farm families, some as far as 50 miles from The Register and Tribune plant, benefit by this speedy press-to-reader service. The news comes to them fresh . . . "hot" off the press in true Register and Tribune style.

Such service as this is typical of the enterprise of the circulation organization of The Des Moines Register and Tribune. Today The Register and Tribune reaches every third family in the state of Iowa with a circulation of 180,000 Daily and 150,000 Sunday. The circulation of The Register and Tribune exceeds the combined circulations of the nineteen other daily newspapers within the center two-thirds of Iowa.

Des Moines Register and Tribune

# The British Business Man's Luncheon

#### By James M. Campbell

OT long ago a girl of sixteen or seventeen, accompanied by her father, boarded the "President Roosevelt" at Plymouth en route to Bremen. A Philadelphian by birth, she lives and has lived for nearly ten years in one of the factory towns of Yorkshire, where her father is in business.

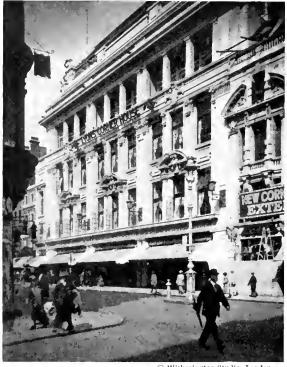
Their first meal aboard ship was breakfast. It was the sort of breakfast which is served daily in millions of American homes: grape fruit. shredded wheat, boiled eggs. hot buttered toast and coffee, made as only Americans make it. Turning to her father, as she was drinking the second of three cups of coffee, this young woman said, "Dad! This is real food!"

The American who visits England or Scotland knows exactly how this young person felt. Within a week of his arrival, he gets oh, so tired of "hot joints" and "cold viands," and suet pudding and lukewarm "lemonade" — aerated and served from a bottle; and he longs, with a great longing, for "real food." He can, it is true, order something from the grill—I am writing, now, of what hap-

pens during the noon hour, but that takes time and the result is not always what one hoped for. So, after half-a-dozen ineffectual attempts to get real food, the visitor orders what the Londoner orders, consoling himself with the reflection that "some day he'll ———."

What does the Londoner order that is, order for luncheon?

I think I can answer that question, for, during my six weeks' stay in London, I made a point of taking luncheon at restaurants which cater particularly to business men. Many, perhaps most of these restaurants are patronized by "proprietors," to quote the language of a man who lunched with me twice and who is



© Witherington Studio, London

LYON'S CORNER HOUSE is but one of several large restaurants in London that eater to the moderately sized purse with ambitious tastes. It is always crowded with people of restricted means who are attracted by the elaborate decorations, vigorous orehestras, and inexpensive meals, well served for the price

a "proprietor," himself. Others are less pretentious, being a sort of London equivalent to our popular-priced eating places. Their patrons, I, feel safe in saying, are officeworkers who are paid a relatively small "screw." The charges in these places are very moderate.

Large cup of tea2d. (4c.)
Pot of tea
Basin of bread and milk4d.
Welsh rarebit
Poached egg on toast 6 <sup>1</sup> 2d. (13c.)
Bacon and egg9d. (18e.)
Ham sandwich4d.
Stewed lamb and peas9d
Steak and kidney pie8d.
Cold tongue9d.
Potatoes3d.
Apple dumpling
Charlotte russe4d.

These prices prevail at the cafes of the Express Dairy Company, which has branches all over London. The Aerated Bread Company and J. Lyons & Company's prices are about the same. This latter concern, it is worth noting, showed a profit, last year, of £718,000 (about \$3,500,000) made up, as was said by one of its officers, at the annual meeting of stockholders, of "a multitude of minute fractions." Those same minute transactions have made it possible for Lyons & Company to establish and operate five or six of the largest and finest restaurants in London, restaurants which, as far as my knowledge goes, are larger and more splendidly furnished than any in New York, Philadelphia or Chicago. In those restaurants extraordinarily good meals are served at astonishingly low prices. the Regent Palace, for example, one can get a six course dinner, served to the music of an excellent orchestra for 3½ shillings-85 cents or thereabouts. At the Trocadero-another of the Lyons' restaurants—one pays considerably more (about \$2.00 in our money) and gets a dinner

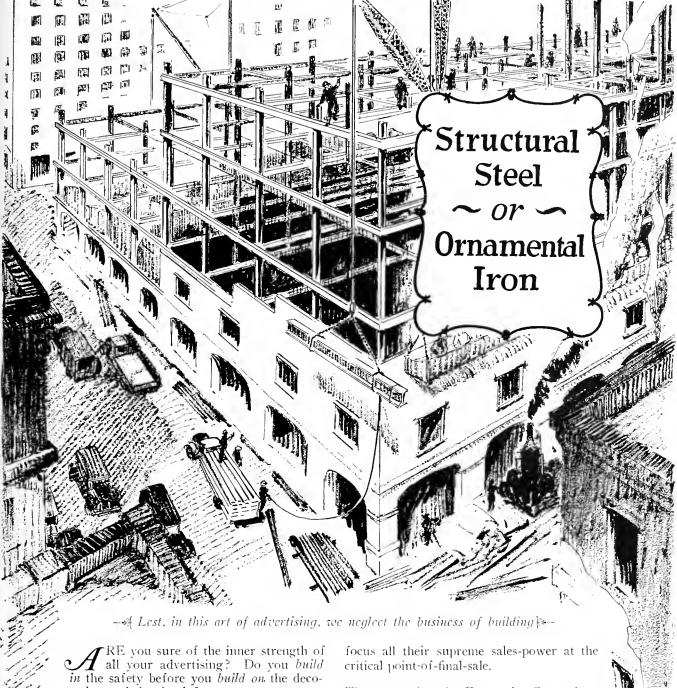
for which at least twice that would be asked on our side of the Atlantic.

The menu of a very good business man's restaurant, located near the House of Parliament, was:

Cream of potato6d. (12c.)
Mock turtle soup6d.
Fried plaice
Steak and kidney pudding11/2s.
Boiled beef and carrots1½s.
Roast lamb and mint sauce 11/2s.
New potatoes
Spring greens4d.
Peas6d. (12c.)
Cauliflower
Fruit salad
Cabinet pudding4d.
Sago pudding4d.

At one of Slater's restaurants I had, one day, a table d'hote luncheon

[CONTINUED ON PAGE 51]



ration and the dazzle?

Lately, those business-minded advertising agencies that plan their daily duties in terms of future fortunes are putting up sure frame works of business-paper promotion. In our field, they are talking business to the world's biggest "dealer," biggest buyer. biggest advertiser, biggest seller. They are winning the confidence of the merchandising leaders in every community—the stores that pre-select the public's purchases and

They are using the Economist Group in a large and increasing way for two clear reasons—[1] because of its unique contacts with the ten thousand leading department. specialty and dry goods stores—and many thousands more on the second level, contacts not even approached by any other publication or by any other concern of any kind; [2] because they have learned by experience the good sense of building the framework first—and of keeping it in good repair!

#### The ECONOMIST GROUP

239 West 39th Street, New York—and principal cities

# The Mail Order House Gives the Retailer a New Problem

#### By William Nelson Taft

O those on the outside of retail business—to the great mass of the people generally referred to as the Buying Public—the sale of goods through stores probably appears to be going along just about as it always did.

The public may be cognizant of the fact that big department stores have extended their sphere of operations within the past few years, that chain after chain of smaller stores have sprung up and extended their links into all sections of the country, that two of the largest mail-order houses have recently made some changes in their policies and that installment sales have become so widespread that it is now possible to buy practically anything from a Rolls-Royce to a paper of pins on the down-payment plan.

The public may be cognizant of these facts—and again it may not; for the hundred million persons who buy goods throughout the United States pay but little attention to the mechanism which serves them. So long as they can obtain what they want at what they consider a reasonable price, without undue inconvenience, they are satisfied.

Their position is very much like that of the owner of an automobile that is running smoothly. The chances are that he doesn't understand what is going on under the hood—and he doesn't care, so long as no active trouble develops.

But, behind the scenes of retailing, under the "hood" which conceals the complicated machinery of distribution from the sight and knowledge of those whom it serves, a number of changes are going on which are causing merchants in general to speculate on the eventual outcome.

One of the most important of these developments which have marked the past few months is the marked change in the activities of the two leading mail-order houses which, for years past, have been content to dis-

Postions of an address delivered before the Second District Convention of the International Advertising Association at Lancaster, Pa.

TO those on the outside of retribute their merchandise to custail business—to the great tomers solely through the facilities are being taken to expand it mass of the people generally offered by the Post Office Department of the Buying Public—ment.

It was a change in the habit of life of the buying public itself that led to this alteration of the policies of the catalogue houses, for the last decade has been marked by the popularization of the automobile and the extension of good roads to such a degree that a trip of ten, twenty or even fifty miles is no longer the "event" that it formerly was. Even if the nearest town is a hundred miles away, the farmer and his family make the trip today more frequently than they were formerly in the habit of journeying a tenth of that distance.

As a result, the hand-writing on the wall is apparent, so far as further progress of mail-order business is concerned; for, other things being equal, the public would much prefer to buy where merchandise can be seen and handled in advance, where deliveries can be secured without charge and where credit facilities are available.

This does not mean that the sales volume of mail-order houses is due for a sudden and precipitate slump, for buying habits change slowly and it will take some years for the full force of the changed conditions to make itself apparent. But it does mean that the mail-sale of merchandise has come close to its peak, if it has not already passed it, and that the development of the catalogue houses in the immediate future will be along new lines: lines in the nature of a flank attack designed to offset the expected decrease in volume in connection with the former method of doing business.

The first indication of this changing attack was apparent last year when Sears-Roebuck and Montgomery-Ward opened the first of their local outlets: department stores where goods could be bought over the counter at the same prices charged to mail customers. At first, this was frankly an experiment. But

steps are being taken to expand it materially, and the passage of the next five years will probably see the establishment of a number of these large local sales-depots which will act in the dual capacity of department stores and convenient centers from which goods can be mailed to customers in the nearby territory. Montgomery-Ward already has stores of this nature in Chicago, Baltimore, Kansas City, St. Paul, Portland, Ore., and Fort Worth. Texas; while Sears-Roebuck's retail outlets are located in Chicago, where three stores are operating, Evansville, Ill., Dallas, Kansas City, Seattle and Philadelphia.

All of these stores are located well outside of the established shopping center of the city and, in the case of Philadelphia and Chicago, the Sears-Roebuck policy has been to place the outlets in such a way as to throw a trade wall about the community, thus insuring patronage from the outlying districts on all sides. The present Philadelphia store is some ten miles from the Chestnut Street shopping section, well out toward the northern end of the city; but a site has been purchased for another big store at the western end of Philadelphia, and the Chicago firm is reported to be considering the establishment of still another branch in the vicinity of the new Pennsylvania station, considerably closer to the heart of the present retail district.

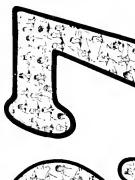
A LL of this, of course, forecasts new activities on the part of the mail-order houses, and presents another problem with which the local merchant must contend; for the low overhead of the "mail-order department stores" and their volume-buying power gives them a tremendous advantage in the offering of special price leaders—though it has been proved time and again that progressive independent stores can and do offer approximately the same prices as the mail houses, quality for quality and, in addition, provide credit

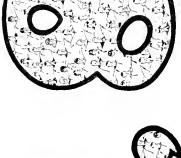
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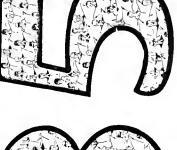
# Highest In Cleveland's History!

AVERAGE DAILY CIRCULATION OF THE CLEVELAND PRESS FOR THE SIX MONTHS ENDED SEPTEMBER 30 IS









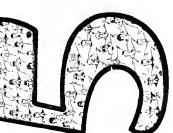


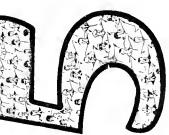














# 183,759 of this Circulation is in Greater Cleveland!

Breaking all records for daily newspapers in the State of Ohio, The Cleveland Press now has a total average circulation of 227,856. The largest in its history, the largest in Cleveland's history, the largest in Ohio's his-

Largest Daily Circulation in the State of Ohio!

A gain of 5219 in six months; a gain of 16,646 in twelve

months; a gain of 26,492 in 18 months.

A steady, consistent progress that has come only as the result of sound editorial policies and increased reader The finest newspaper, the most powerful advertising medium, the greatest sales-producer ever placed at the command of merchants and manufacturers advertising in

preference.

Cleveland

ban Circulation, FIRST in Total Circulation! In Greatcirculation of 183,759—one newspaper to every English FIRST in City Circulation, FIRST in City and Suburer Cleveland alone The Press now has an average daily reading family! Since the early days of audited newspaper eirculations The Press leadership in the city of Cleveland has never been approached. For more than forty years The Press as been the FIRST CHOICE OF Cleveland newspaper Aecording to the Chamber of Commerce Cleveland has increased eight per cent in population in the past three years. In that same time The Press has increased its City eireulation FIFFEEN per eent. It is now growing faster than Cleveland itself.

# Press e Cleveland

DETROIT : SAN FRANCISCO 250 Park Avenue, New York City CLEVELAND NATIONAL REPRESENTATIVES: FIRST



ALLIED NEWSPAPERS, INC. SEATTLE : LOS ANGELES 410 N. Michigan Blvd., Chicago

OHHO Z

#### Minting the Memorable Phrase

#### By Allen T. Moore

T the elbow of every producer not run always in the same key and of advertising texts lie four \_power-checks, applicable what he writes or has written.

The first, already discussed briefly but suggestively in Advertising and SELLING for July 14th, we ventured to call "Picking the Word"; and in course of the comment stress was put, as aids to that end, on: (1) novel usage; and, (2) connotativeness-with citation of some vivid examples from contemporary sources.

Logical successors to this first "check" were: second, "Phrasing the thought"; third, "Placing the emphasis"; and fourth, "Keeping in Key."

Having checked our text for the possibilities for power that lie in the precise, unique and connotative word, what of the phrases by which we supply our thought with its means of expression? Are they as adequate as possible? Do they measure up to the job? Do they perhaps over-measure, stand out as phrases, when they should rather contribute quietly to the whole message? Are they anemic, spineless, thumb-handed, hindersome, without

The craftsmanly copywriter, as he ranges the paragraphs under his revisory eye, will give to these queries some really sober thinking.

He will strive, for example, to get into his phrasing something of the highly apt and unhackneyed sort of thing Dr. Canby achieves in his new hook, "Better Writing," where, in one instance, he speaks of using the proper connectives. "They show the weakness of sluggish thinking.' says Canby, "as rain water shows the low spots on a golf course."

How many of us, fronted with this same idea, would have phrased it as tellingly, as differently and as

In fact, isn't it more than a "happenstance" when one gets into one's phrases these effects of force, freshness and fidelity? And what are the possible aids to such effects? Are we often failing to use some very obvious aids because we have forgotten a technique learned too long ago? Wouldn't it prove worth doing to revive some phrases of this flatten too much inside of a single formula?

Beginning at the beginning, we get "phrase" from a rather colorless root-word, the Greek phrascin, to speak; and the dictionary interpre-"Two or more words tation is: forming an expression by themselves; not containing a predication and hence not so complete a thought as a clause, but having in the sentence the force of a single part of speech." And as we glance back to the text book, we re-discover that the logical way a phrase gains force, color, life, appeal and value, is through the putting into its content of imagery; imagery being, in turn, "Vivid descriptions presenting or suggesting images of sensible objects."

O far so good. Answering, then, Dour queries of a paragraph back, real aids in the minting of memorable phrases lie: first, in memorable word choice and usage; and, second, in memorable use of some one or several of those old friends of our rhetoric-bounded days, the thirteen "Figures of speech." (The Canby phrase, for example, represented simply a memorable use of simile.)

Word-choice, however, we have already considered—as copy "powercheck" number one. So, since it might "stump" some of us to name in their entirety these thirteen good allies of the copywriter, let us resummon them for a quick survey. Behold them in order: Simile-Metaphor — Synedoche — Personification -Hyperbole-Apostrophe - Metonymy — Onomatopoeia — Alliteration — Antithesis — Climax — Epigram —and the Rhetorical Question. A fine array! Nine are of Greek nomenclature; three of Latin; and one a Greek-English hybrid. And perhaps, even after their smiling faces greet us, we are no surer of their linguistic functions than we were of their names. Any good text book, however, will relieve our suspense on this point; what is more germane to the present inquiry is to see by what means and to what extent our 1926-model copywriters, our contemporaries, are, with the technique, so that our phrasing need aid of these thirteen collaborators, minting memorable copy phrases. Well, here is a passage from an advertisement of Industrial Power

that bristles with simile, to wit: "An unctuous letter, as oily and rotund as the dictator himself . . . One column stands out as conspicuous as a brilliant man in Congress."

Similarly, the phrase-maker for New Haven Clock Company combines simile with personification in: "When you put out to Slumber-sea, and your dreams hover like gulls, Tom-Tom stationed back on shore will tick steadily away in silence . . . yet one minute before you're sucked into the whirlpools of oversleep, Tom-Tom sends out shouts that steer you briskly to landing."

Simile, antithesis and personification, all three, join hands in the phrases of an S. W. Strauss & Co. advertisement; as: "What you do with today determines what tomorrow will do for you, as surely as sunrise tells of sunset to come;" while a Condé Nast message links simile and personification in the happy imagery of "Yachts like angel butterflies, in a breeze that can be depended upon."

An ever-favorite figure of the copy phrase-maker we also find in metaphor . . . "Barreled Sunlight." "The intials of a friend (GE)"; "The Nerves of a Nation" (Bell System): "Human Needles in Business Haystacks" (Autocall Co.-and a bully headline, by the way!); "Their tires are dust, their bolts are rust" (Paige-Jewett); "This candypink opera-set they call a beach in Bermuda" (Condé Nast). uses make of metaphor an aid to able phrasing that the test of omitting those metaphors would quickly emphasize.

THEN there is personification another Man-Friday constantly sent on the phrase-errands of copyas in: "The ticker says nothing about tomorrow. It makes no promises' (Adair Realty Co.). "Handsome, rugged, dependable" (Yale Elec. "Their hair defies summer Corpn.). breezes" (Stacomb). "Acid Eats Steel" (Phillips Magnesia). "Bring elicerful comfort into the kitchen" (Standard Sanitary Mfg. Co.) "Don't be without this cutertainer in

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MOUNTAIN

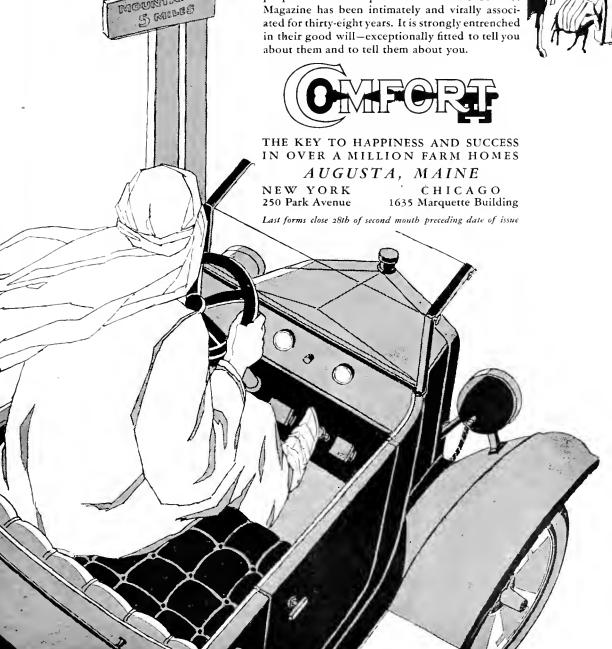
#### MAHOMET WATCHES THE ROAD SIGNS

If Mahomet were here to-day, he would never repeat his old foolish mistake of expecting the mountain to come to him. If he craved mountain air, he would call for the royal flivver, step on the gas, and keep his eye on the road signs.

The modern Mahomet in business never more than once makes the mistake of expecting the mountain to come to him, unless he has grown tired of being a Mahomet and is content to degenerate into a third or fourth rate pilgrim straying from the road that leads to the peak of business success. He knows that if he is to reach new thrilling heights of increased sales he must keep his foot on the gas and watch the road signs.

And the road signs everywhere are pointing to the new rural and small town market as the shortest and safest way to higher sales levels.

With the lives of more than 1,000,000 of the people who make up this rural market Comfort Magazine has been intimately and virally associated for thirty-eight years. It is strongly entrenched about them and to tell them about you.







# The 8pt. Page Odds Bodkins

NOR brevity in correspondence, I hereby present the palm to the Editor of this publication, who has been traveling in foreign parts the past few weeks. In the morning mail an envelope from Paris, and in it not a line-just two stubs from tickets to a performance at the Grand Guignol.

And yet what more was needed? Five or six pages of the Editor's weird handwriting (which I should scarcely have been able to read anyway!) could have told me little more than did these two silent stubs. I knew that he and Mrs. Editor had spent an evening on the hard benches of this famous little French tragedy theater originally a church I believe; that there had been the customary "thump, thump, thump," before the curtain rose, and that a company of finished players had run through four one-act plays, two of them gruesome enough to spoil three nights' sleep, though nine chances out of ten the Editor hadn't stuck it out for all four acts, for following a play in a foreign language is fatiguing.

And that reminds me of a good story on him which I can sneak in during his absence. In Paris two summers ago he and I were lunching at Rumpelmayer's. Having been taught French in his youth, the Editor was reveling in the opportunity to use this language, which he did on every possible occa-This day he was paying the luncheon check, and as he spread out a dir franc note on the little silver tray, the thin paper tore right through the middle. When the waitress came up, the Editor summoned his best French and laboriously waded through an explanation of how it had happened and how sorry he was to have torn one of their pretty ten franc notes.

She listened patiently. When he was quite through, she said: "Oh, that's all right. We can stick it together." (American art student earning her way in Paris!)

#### ---8-pt---

Reading "The New Decalogue of Science," I come upon a paragraph which I deem it important that every sales and advertising manager read:

"On Monday," said the foreman, who had been given his position of immense significance in man's biological evolution, not because of his especial fitness and training, but because he had lost a leg in this company's employ, and this was their cheapest method of remunerating him for his dismembered part, "on Monday I turns down all men

with white collars, on Tuesday all with blue eyes, Wednesday all with black eyes. Red-headed men I never hires, and there be days when I have a grouch and hires every tenth man."

A cartoon, this, a cartoon of human nature in action; and what is more truthful than an honest cartoon-and what more instructive?

#### -8-pt-

Two friends have written me recently about the "lazy" Listerine Tooth Paste advertisements: said they were negative and irritated them. I've felt the same about them. I don't in the least mind negative advertising; mighty effective sometimes. But this "lazy" idea seems almost a slap in the face. . . . Maybe that's necessary to attract people's attention to a new tooth paste these days, but the impression I get is that the advertising is suffering from halitosis.

#### --8-pt-

This advertisement is submitted as being worth all the squinting it will take to read it.

<del>ᢙᢙᢙ᠘ᢙᢙᢙᢙ</del> "FIDGET" CASH \$1,200 **CASH** Bun't esk! Take less ? SERIOUSLY, this is the finest little cruiser that the coastguord ever put its shallow on. that the coastguard ever put its spotlight RAKISH as a Pirate, 36 feet long, narrow, black as your hat. 60 h.p. motor drives her 16 m.p.h. as we seafaring folk have 11. Sleeps two. TOOK a whirl in her up the Cape last Summer and Man howdy you should have seen her leap those rollers off Point Judith. Nothing passed us but ocean liners. FIVE years ago the hull cost \$3,000 ma-hogany trim, copper rivels, all that sort of thing. BUT the awnings are simply terrible. We mean they're awful. Don't say we didn't warn you. REASONS for sell ng: We've got to pay some bills. You can see the "Fidget" at Chester Martin's boatyard at Portchester. Ask Martin about her. He's one of those guys who was born honest. Or write or wire H. C. P. (Care of Naw Yorker) <del>ᢗ</del>ᠬᠪᠬᠪᠬᠪᠬᠪᠬᠪᠬᠪᠬᠪᠬᠪᠬᠪᠬᠪ

If I don't miss my guess, those "awful awnings" will sell the Fidget.



Candor is one of the sharpest shafts in the copy writer's quiver!

#### ---8-pt--

This editorial from a small Pennsylvania weekly is submitted as an antidote for the poison of sophistication which is wont to seep into the arteries of advertising writers and artists.

of advertising writers and artists.

Say, fellows! Too much pessimission prevails in Bath. You don't know what it means. Your doubting, discouraging looks, words and actions. Be an optimist. Who is he? Take the Newsman. A dinamic force for the advancement of the business planning industry of the town, extending the glad hand to the leaders of new forms of prosperity, cheerful and smilling—not how much can we knock them down for—there are such—but giving them our whole-hearted encouragement, greeting and assistance as far as we can. Go out of your way to do this. It is a splendid spirit to show. The best and only way to create and advance the prosperity of the town. Give new business the welcome advantage of your friendship. Treat them and greet them on a business level—the only true and successful force to build up a town and bring it into greater growing prominence. Be an optimist!

Not only does this seem like real literature to the man who wrote it, but it will read "grand" to most of that paper's readers.

#### -8-pt-

W. C. White, of Moser & Cotins, Utica, New York, doesn't agree that there are no more nine o'clock towns. He writes:

Dear Odds:

I wonder whether the copy writer who wrote that advertisement for Paramount Pictures, from which you quote "There are no more nine o'clock towns!" is living in New York or Chicago. Certainly he has not been traveling the rural districts at nine o'clock at night. If he will drive through central New York from eight or cight-thirty P. M. on, he will find many nine o'clock towns.

It's a good idea and perhaps if Paramount pushes it hard enough and long enough, they will eliminate some of these nine o'clock towns; but I have always thought

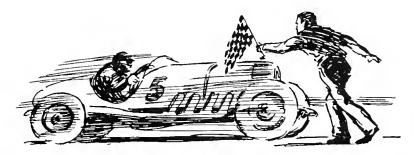
It's a good idea and perhaps it l'aramount pushes it hard enough and long enough, they will eliminate some of these nine o'clock towns; but I have always thought and still believe that copy which refers to life in the small towns can best be written from the small town, or after a visit to the small town, rather than from the big city desk.

desk.

If you have any doubts on the subject, stop off at l'tica some afternoon, and we'll make a tour of some of the bigger little villages around this neighborhood.

I'd like nothing better than to take up Mr. White's invitation, and some of these days I may surprise him by pulling the M. & C. latch-string. Meanwhile, I agree with his contention that city sky-scraper copy is not always all it might be.

# Breaking a Year's Record In Eight Months---



DURING the first eight months of 1926, The Milwaukee Journal printed 749,115 lines of paid automobile advertising—nearly 38,000 lines more than in the entire 12 months of 1925!

The following automobile advertisers, during the first eight months of 1926, invested more in The Milwaukee Journal than in the other two Milwaukee papers combined!

Wills Ste. Claire Ford Essex Pierce Arrow Paige Davis Rolls-Royce Buick Moon Oldsmobile Jewett Jordan Studebaker Cadillac Auburn Chrysler Franklin Oakland Packard General Motors (Institutional)

The Journal published 71 per cent more automobile advertising than the morning and Sunday Milwaukee paper during this period, and over three times as much as the second evening paper.

#### The Journal Is The Motorists' Newspaper

In Milwaukee four out of every five motorists read The Journal. The Journal Tour Club, with 32,000 paid members, is the largest organization of its kind in the world.

Advertisers in all lines are steadily increasing their newspaper appropriations in this rich and stable market because of the exceptional opportunity for volume business at low cost.

Only one paper is needed here for thorough coverage at the lowest possible cost—

THE MILWAUKEE JOURNAL

#### Why Cigarette Makers Don't Advertise to Women

[CONTINUED FROM PAGE 21]

lives and actions of all the rest of us. "That this fear is well grounded, you have only to know that the tobacco industry, for many years, was the object of most 'strike legislation' proposed by impecunious or avaricious politicians and reformers. We were continually being called upon to resist this sort of thing, and in every case the procedure was identical: A bill would be introduced in a legislature to prohibit the manufacture or sale of cigarettes; it would be referred to a committee, and our people would have to get busy and pay somebody to see that it died.

THIS is why we hesitate to go after women's business now, even though data and observation show us that it is a legitimate field, constantly growing larger.

"Almost every State, at some time or other, has had its anti-cigarette bill, the late Lucy Page Gaston and her followers having been the leaders in the campaign. The antis, however, made their idea stick in only a few spots-Kansas, Iowa, Indiana and Mississippi."

With such conditions existing, it is natural that the industry should be timid about inviting more trouble through advising women to smoke. Yet the time is near at hand when they believe public opinion will be on their side, and within the next year or two l expect to see billboards, magazines, and newspapers frankly earrying "ad" appeals to the ladies.

A representative of a large advertising agency, which handles the accounts of many cigarette companies, said to

"We are keeping a close watch on the women's trade and have seen the change in their atittude toward buying and smoking eigarettes. Each year it is growing more and more apparent that the women are using the weed in larger numbers. We haven't dared address them directly in advertising, but have tried to suggest brands to them in subtle ways.'

H. S. Collins, vice-president and general manager of the United Cigar Stores Company, the largest retailer of tobacco in the world, agrees that there has been a tremendous increase in the number of cigarettes smoked by women, attributing it, in a measure, to a change in the blending of tobaccos.

Tracing the trail of smoke that is the history of cigarette-smoking in this country, he said:

"Compared with Russia and other European countries, the United States is a comparatively young eigarette smoker. Back in the '90's there was an odium upon cigarettes. We had comparatively few brands in the market. Richmond Straight Cuts and Sweet Caporals were about the best known. Not many were sold, for men smoked either a pipe or cigar. Preachers and others inveighed against the eigarette; doctors were prevailed upon to warn against its use.

"Then, in the first years of the new century, the Turkish cigarette came into the country, and there was an immediate boom in the business. Cigarette smoking beeame almost an Amer-

ican institution.

"The foreign-blend vogue continued for about ten years. Then some college boys in the Middle West developed a fancy for a eigarette which was being made by a little concern in the

"This was the Fatima, now owned

by Liggett & Myers.

"Fatima was the forerunner of the present-day most popular brands for men and women-the kind that are a mixture of domestic and foreign tobaccos, though chiefly constructed of the white burley of Kentucky. Camels, Lucky Strikes, and Tareytons all are of this type.

OR several years Fatima had this field almost to itself. Then, when the American Tobacco Company was partitioned, R. J. Reynolds came out with Camels and the American with Lucky Strikes. These are the outstanding sellers today, and have been for some time."

There has been an almost ceaseless billboard and printer's-ink battle going on among these three. You've felt it; so have millions of others.

"I'd Walk a Mile for a Camel," said R. J. Reynolds on signs fifty feet long. "They're Toasted," retorted the American in behalf of Lucky Strikes.

"What a Whale of a Difference Just a Few Cents Make," interpolated Liggett & Myers, justifying the breach of a few pennies between the cost of rival brands and the price at which Fatimas are sold.

Others have joined the fray: Chesterfields, Herbert Tareytons, Marlboros, Dunhills, Melachrino, Piedmont,

It is noteworthy that of those named there is only one brand that is strictly foreign- the Mclachrino. All of the others are combinations of domestic and foreign tobaccos.

To understand the growth of cigarette smoking, as outlined by Mr. Collins, and the part women are playing in it, here are some official records from the Internal Revenue Department on the number of cigarettes sold in the United States.

1914	 	16,869,520,643
1915	 	17,980,164,482
1916	 	25,312,486,611
1917		35,355,860,177
-1918		46,656,903,224
1919	 	53,119,784,232
1920		47,430,105,055
1921	 	52,099,529,826
1922	 	55,780,473,074
1923		66,733,896,288
1924		71,036,559,888
-1925		79 979 763 871

Complete figures for the fiscal year ending 1926 are not obtainable at this writing, but the sales for eleven months indicate that the total will be somewhere between 86,000,000,000 and 90,000,000,000 almost 10,000,000,-000 more than last year. For ten months of the current fiscal year the cigarette makers paid to the government, \$207,701,613.84, an increase over the same period last year of \$27,277,-460.92.

You will notice that with 1917, the first year the United States was engaged in the war against the Kaiser, there was a leap of more than 10,000,000,000 in the number of eigarettes consumed. The increase continued through 1918 and 1919, then slumped off in 1920. In 1921 it leaped upward again, and the trend has been rising ever since.

Conditions being as they are, one would suppose that the manufacturers of cigarettes would make a direct advertising appeal to the feminine public. Almost every other form of advertising is aimed at them. But the cigarette people are frankly afraid of stirring up the reformers and bringing down upon themselves a lot of nuisance legislation.

ALL to mind any established slogans, and, with one possible exception, you will not find any with a feminine tlavor. The odd one I have in mind is that which is being used to popularize the Marlboro: "Mild as May." I do not know if this is a direct play for women by suggesting that the eigarette will not bite their tongues or prove harmful to their health, but it might easily be the case.

Complete figures as to the amount of money spent in cigarette advertising and exploitation are not available, but it runs into a great many millions of dollars annually. For instance, in 1923 the cost for cigarette advertisements in 31 selected magazines was \$174,469; in 1924 it jumped to \$260,-511; and last year it was \$463,490. In

This advertisement is one of a Series appearing as a full page in The Enquirer. Each advertisement personalizes a Cincinuati suburb by describing the type of woman characteristic of that suburb; in each advertisement, too, The Enquirer's coverage of the district is shown.



# When Mrs. Cheviot a-shopping goes

THE doorman's face lights up as her sedan pulls in at the curb. A saleslady hastens to wait upon her. A store official nods as he passes. "Wish we had ten thousand customers like her!"

But there is only one Mrs. Cheviot. She lives in a community with an atmosphere all its own—enterprising, progressive, but friendly, hospitable, too. In a way, this atmosphere is but a reflection of Mrs. Cheviot's own personality. She has made her community what it is; she is striving every day to make it better.

Being a wise woman, she starts with her home. But her influence is felt in politics, in education, in every forwardlooking enterprise. Needless to say, it keeps Mrs. Cheviot busy keeping up with all her interests. Here, however, she has found a valuable aid in The Enquirer. It brings her hints for more efficient housekeeping; it informs her of club affairs. Finally, through its advertising columns, it helps her with her shopping. She reads it just before she starts for the city; arrived there, she knows what she wants and where to get it.

In 718 of the 999 residence buildings of Mrs. Cheviot's community, The Enquirer plays this same role of shopping adviser. To you, Mr. Advertiser, this fact and its obvious connection with patronage and profits should be extremely important. And it can be—if you are represented in the advertising columns of The Enquirer.

PAUL BLOCK, Incorporated New York Chicago Detroit Boston Philadelphia

#### THE CINCINNATI

"Goes to the home,



R. J. BIDWELL CO.
San Francisco Los Angeles

#### **ENQUIRER**

stays in the home"



The "Tax Bug" of the National Paving Brick Manufacturers Association— "Brick baffles the 'Tax-Bug'"



The Hinde & Dauch "P. E."
— (travelling Package Engineer) — "He KNOW'S packages"

Four hard-working advertising characters created by Powers- House for clients, Each graphically expresses a majorpoint in the advertiser's sales-arguments.



The Bryant Gas Heater "Pup" -"Let the pup be your furnace man"



The Ashland Fire Brick "Imps"—"The 5 little detils of high temperature service"

OUR agency must reflect you accurately to your customers. Make sure in advance that its background and its ideals fit it for the task.

Powers-House

Advertising

HANNA BUILDING - CLEVELAND, OHIO

Gordon Rieley, Sec'y

those three years the American Tobacco Company spent \$5,000,000 in newspaper advertising, chiefly to promote Lucky Strikes. Liggett & Myers, who make the Fatima. spent about \$4,250,000 during the same time for newspaper space. Other makers of other brands spent proportionately.

In 1924 the Reynolds Company, which makes the Camel, invested in billboards alone about \$4,000,000, and their rivals could not have been far behind them in this form of propa-

ganda.

These figures necessarily are incomplete, because the manufacturers do not publish their advertising budgets. But, even so, they show the extent to which eigarettes are pushed without taking into consideration the vast sums continually being spent on window displays, cards, and other devices.

And yet, in all the words and space employed, none was a straight bid to the ladies to buy and consume cigarettes. In some isolated cases, such as the exclusive hotels, the eigar stands are so attractively arranged as to appeal to women. The United Cigar Stores are enforcing their rule against loitering more now than ever, because there still are many women who will avoid entering a store where there are many men hanging around to ogle them. But the only direct reference the company makes to women is in its manual for managers and salesmen, "Ladies First." It has been an axiom that customers entering a United Store would be served in turn; but where a man and woman enter together, courtesy dictates that the woman be given precedence.

But smart advertising writers and artists for some time past have been getting their messages across to the women—and in one of the most adroit campaigns 1 ever have noted. Pick up any magazine or newspaper, or look around you at the cigarette advertisements on the billboards, and almost without fail you will find a woman somewhere in the picture. One recently showed a hand, undoubtedly feminine, holding a cigarette; another has a girl asking her "boy friend" to blow the smoke in her direction.

These are all linking up the woman and the cigarette, yet none of them offers her a package for sale.

#### How I Selected a Surgeon

[CONTINUED FROM PAGE 30]

what was my delight when I found that the brown-eyed one had no hair at all—which seemed extra sanitary. So I chose him.

The following week I had my corns pared with the utmost sueeess. I no longer suffer; I am safe and well; all due to the way my questionnaire helped me find a great surgeon. And I still call him "my surgeon" and feel a proprietorial interest in him.

#### COURT OF FIRST RESORT



ECENTLY a great advertising agency published an excellent description of

"the key-people of the country . . . about 500,000 men and women who influence, to a marked degree, the communities in which they live."

#### It said of them:

"They have the leisure and the means to cultivate the decorative side of life. They originate new activities. They develop new interests. And their example is noted throughout our social fabric.

"This is the section of the public that plays an important part in determining today what we shall wear, eat, play or ride in tomorrow."

Still more recently a great weekly periodical, in promoting its own business, made these striking statements:

"Markets today are ruled by oligarchy.

"Majorities do not govern. The cogent minority of the observant, the provident and the competent do by their sanction make the market, or by their taboo, break it. . . .

"A good-will which flows from one cross-section containing a million people may be worth far less or more than a good-will held by another cross-section containing precisely the same number. A merchandiser cannot afford to be promiscuous. He must pick and choose his millions. He must strike the golden mean between snobbery and hob-nobbery."

We are glad indeed to recognize such authoritative agreement with the position which THE QUALITY GROUP has taken for many years. In a recent advertisement in these columns, we said:

"The greater the army, the more helter-skelter its units, the greater the need of seasoned leadership.

"In the army of magazine buyers, the cool heads are still the readers of The Quality Group—able to read attentively, trained to observe advertising, strong in purchasing power and effective in influencing the wide circles in which they move."

Very few products have ever become standard in this country by selling first to the masses.

Volumes of sales records show that the sound and economical method is to capture first the interest of the influential few.

The influential few are, in matters of general judgment, the court of last resort. Therefore, for the merchandiser they are the court of first resort.

THE QUALITY GROUP magazines reach 700,6 furthermore, advertising in THE QUALITY GROU matter.

# THE QUALITY U YOU S

THE ATLANTIC MONTHLY
THE GOLDEN BOOK MAGAZINE
HARPER'S MAGAZINE

Over 700,000 Copies Sold Ea

#### The Latest Coverage of Successful Advertising Practice

Just Out!

A book on current practice you will find useful

Examine and judge it for vourself

Mail the сопров far your free examination conv



S. Roland Hall's Theory AND Practice of Advertising

686 pages, 6x9, 250 illustrations, \$5.00

This new book by S. Roland Hall is a text for beginners and a guide for practitioners.

It covers

t covers the development of

-the development of advertising, —the fundamental principles, —the methods of representative advertis-

explains fundamental principles comprehen-sively, yet it gives the reader a real grasp of working practice in advertising.

An idea bookyou can use it.

One of the strong features of the book is its emphasis on the interrelation of advertising with other forms of

on the metal with other forms of selling.

The three big sections on Copy Writing are a regarkable contribution to the literature of this studied.

Those sectral sections of "Case Material," showing complete advertising comparises of representative advertisers, carefully described and analyzed, are of special interest.

The attention given to different sections of the contribution of

terest. The attention given to di-ct and mail-order advertis-

rect and matrons.

Ing.

The careful treatment of marketing research.

The detailed discussion of problems of retail advertis-

are other special features of the book,

See your copy FREE

Seet your copy FIGE

Send for a copy of this
new fact-packed hook. It is
rich with current advertising
experience on all kinds of
advertising efforts. I copy
comes free—for 10 dows' examination — for just your
coupon request. It's well
youth requesting.

Mail the Coupon

#### Alibi-itis

[CONTINUED FROM PAGE 20]

the cleaners. Somewhere there is an old, tried method that needs but knocking down and reassembling in a slightly different form to solve any given sales problem. My contention is that it is just as easy for a salesman who is willing to study his job to take a master selling plan and adapt it for use by his dealers, as it is to take one of the master alibis and reshape it to suit his particular failure to produce.

FAVORITE alibi of mine when I A first went on the road was 'wrong goods.' I was selling men's ties—a high-grade, branded article. I was convinced that we needed a cheaper make to meet competition, and I never lost an opportunity of saying so. I won over the other boys and collectively we submitted a request to the old man for an additional line that would sell for less. He turned us down but finally called us in to announce that he had decided to adopt our suggestion. Some of us younger cubs gloated inwardly on our possession of the faculty of 'Keeping everlastingly at it.'

"We admired a selection of the new line laid out for our inspection. Compared with the staple line these new goods were differently gotten up and They had a different trade name and they retailed for thirty cents less. We set out in high feather to clean up, but somehow things failed to work out in quite the way we had Dealers who had been anticipated. loudest in their demands for a cheaper article looked askance at the new memhers of the family. They were afraid the inferior tie would create a prejudice against the superior article. Some of the merchants waxed quite enthusiastic in their references to the older line and I, for one, imbibed a respect for it I had not felt previously.

"To make a long story short, the new and cheaper goods proved a fizzle. When we learned that they were different only in pattern, boxing and label from the better quality-that they were, in fact, the same goods—we realized they had been introduced for the sole purpose of teaching the sales force a sson; that lesson being, needless to v, to show that the alibi, 'wrong ds,' is not necessarily justified when dealer says so. The experience

it us that we had the right goods, were was no further lapse. t that blessed phrase; 'lack of

Advertisting after 1 had more than my pet grievance, 'Do you

it can go nine days without ' If it couldn't do that it wouldn't be a camel but something else —an ass, probably. By the same token a salesman is a salesman because he can cover his ground all on his lonesome and without the boss being always handy to lead him across busy traffie sections. A salesman is-or should be-a self-starting, going concern who can amble right along on his own resources where ordinary folks would get stalled again and again. The house can't always be at his elbow shouting encouragement or pacing him. It's unreasonable to expect it. If you need that kind of thing you're no salesman. It is perfectly true that you have made a number of suggestions that have not been acted upon. That is so because they have already been tried out and found to be unworkable. None has been turned down without consideration or without good and sufficient reason. And while I am on that point let me refer to some criticisms you have sometimes let fall regarding our sales policy. You have been known to term our conditions governing sales and salesmen as 'the bunk' and to describe them as 'hampering' and 'old-fashioned.' We may be wrong, although our experience leads us to another conclusion, but our sales policy is designed to give the very greatest cooperation to our salesmen.

ITHOUT it they would be at sixes and sevens, each man evolving a policy of his own with inevitable chaos as a result. We are always willing to explain why we insist on this and that, and the salesman who studies the thing from our side of the case will find that both points of view-his and ours -are taken into account. What you in your haste consider to be restrictions are in reality guides and graded tracks to facilitate selling. The reason you have sometimes failed to 'click' with our methods is that you have looked at your problems exclusively from your own point of view. Get the double angle and you will find that we are offering cooperation enough and to spare. We do not profess never to make mistakes, but we do claim that our decisions are unbiassed and made in the interests of all, even when they do occasionally work an injustice to an individual here and there.

"'No, my boy, a salesman has to be self-contained. In all general principles he must depend upon the house for guidance, and he seldom finds he is let down. But there are a thousand and one emergencies when he must rely upon his own judgment. It is the assumption by the house that he possesses such judgment that has given him his job, and it is his reasonably good exercise of that faculty that keeps

him on the pay-roll.' "It is my own experience, confirmed by many years handling of a large

Powers - The grouch I nursed in those orie days was that the house back us up. I really think we

HANNA BUILDING - CLFit makes a camel a camel? The

Marsh K. Powers, Pres.

Frank E. House, Jr., V. Pres. & Gi



ews

Retailers
will tell you



Retailers say-"The Billionarea

seming you. In selecting markets and media, ne results from the Post-Dispatch than from any becomes a retail advertiser. Like the retailer, he is concerned only with the individual sale the selling of one unit to one consumer at a time.

significant to any manufacturer who is considerthey have obtained by far the greatest results Therefore, it is tremendously ing a campaign in St. Louis: [1] that the St. Louis retailers have found their volume to be secured most economically from within The Billionarea -the Greater St. Louis Market- and [2] that by concentrating their advertising in the St. Louis Post-Dispatch.

about this because for years, the Post-Dispatch has carried twice as much retail store advertising as the second St. Louis newspaper, and almost In the first six months of 1926 St. Louis retailers actually placed more advertising in the Post-There can be no question as much as all three other newspapers combined. Dispatch alone than in all three other St. Louis newspapers combined.

than any other St. Louis newspaper, but the Post-Dispatch gain in national adveradvertisers recognize the importance of these facts. Not only is more national advertising being placed in the Post-Dispatch tising is now 30% greater than that of the It is evident that national second newspaper

other St. Louis newspaper is not surprising when you know the underlying reasons:

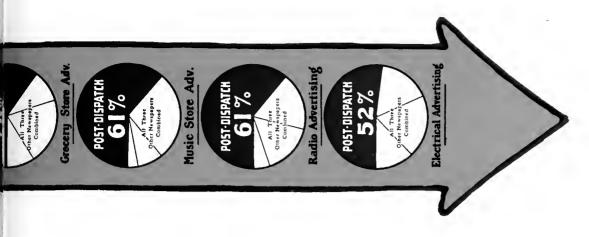
The Billionarea—the Greater

St. Louis Market—where the daily Post-Dispatch St. Louis trading area. It contains a million purchasing power-offering one of the highest circulation is concentrated, is the true, natural people with more than a billion dollars annual average family purchasing powers in America.

culation represents the population of a city the Within The Billionarea, the the second St. Louis newspaper. This extra cirsize of Dayton or Dallas. As this extra circulanewspaper, the wisdom and economy of using Post-Dispatch reaches 40,000 more families than tion is secured by paying no higher rate than you would pay in the second St. Louis daily the Post-Dispatch is obvious.

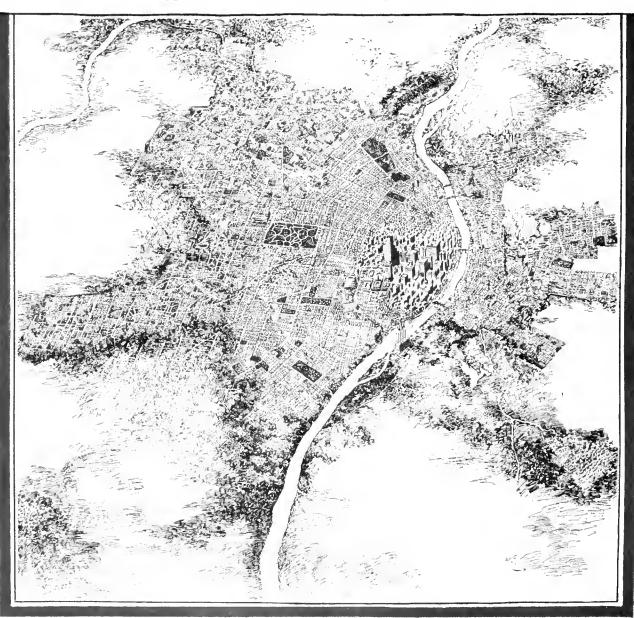
Even a casual study of P+D+C [concentration of population, spending power and circulation-coverage] will bring out facts that warrant a very special drive for volume sales of your product in The Billionarea right now through the columns of the St. Louis Post-Dispatch.

The P+D+C Manual and The Book of Information About The Billionarea free to anyone interested in the advertising and -The Greater St. Louis Market, will be mailed sales opportunity of this market. Address St. Louis Post-Dispatch.



# BILLIONAREA

∽ the GREATER ST. LOUIS MARKET



THE Billionarea is more than a market name. It is a market condition. It is an area in which there is the highest concentration of People, Dollars and Coverage; which makes it a prolitable volume-market for advertisers.

In addition to its unusual prosperity and growth, Greater St. Louis offers advertisers an annual purchasing power of over a Billion Dollars—one of the highest average purchasing powers per family of any city in America.

#### ST. LOUIS POST-DISPATCH

The highest ranking P+D+C newspaper of The BILLIONAREA -the Greater St. Louis Market

sales force, that alibi-making is largely a habit," concluded the speaker. "Once a man gets it he is in danger of getting it for keeps. Instead of sitting down to think up explanations why orders are scarce, let him focus his brains on reasons to give dealers why they should legitimately order more. The second is no harder than the first, and it is a good deal more profitable."

#### The British Business Man's Luncheon

[CONTINUED FROM PAGE 38]

consisting of kidney soup, curried fish and rice, roast beef, boiled potatoes and cabbage, boiled jam roll, coffee, a roll and butter. For this I paid two shillings, so that with a tip of four pence, the cost of a five-course luncheon was only about fifty-five cents. Off in a corner of this restaurant, two men were playing chess and had, as onlookers, a gallery of seven.

The most satisfactory luncheons in London are served by certain old-fashioned restaurants which have not yielded to the chain-restaurant idea. These restaurants have been where they are for scores—in some cases for hundreds—of years. They are plainly, often almost meanly, furnished. But they know how to prepare and serve chops and steaks in a way that is beyond criticism. With a friend I went to one of these places. This was our meal:

Mutton cutlets for two2s.
Sautè potatoes for two10d.
Currant jam roll for two1s. $4d$ .
Rolls and butter for two4d.
Coffee for two10d.
Currant jam roll for two1s. 4d Rolls and butter for two4d

5s. 4d

-about \$1.30 in our money.

One of the things that impresses the American visitor to London, who, as I did. occasionally takes his noon-day meal at moderate-priced restaurants, is the number of men whose idea of a meal seems to be a pot of tea and a roll. That is all they order. The explanation, of course, is that at the moment, business conditions in Britain are not what they might be.

#### Window Display Convention

N October 5, 6 and 7, the Window Display Advertising Association held its third annual meeting. The following officers were elected for the coming year. Lee H. Bristol, Bristol, Myers Co., president; Sol Fisher, Fisher Display Service, vice-president; Frederick L. Wertz, display counselor, secretary and treasurer.

A fund of more than \$10,000 has been set aside to engage a paid secretary. With the establishment of this new office the association will be able to increase the scope of its service to its

members.

#### **CIRCULATION**

#### DETROIT TIMES

OCTOBER 1, 1926.

The average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is

Sunday - - - - - 308,522 Weekdays ( Except | 289,244 Saturday - - - - - 210,091

In comparison with the corresponding six months' period ended September 30, 1925, the average net circulation of The Detroit Times shows an

Increase of 49,277 Sundays

AND AN

Increase of 60,608 Weekdays (Except Saturdays)

AND AN

Increase of 40,849 Saturdays

The net paid averages for SEPTEMBER ONLY

 Sunday
 - - - - - - 308,738

 Weekdays
 ( Except Saturdays ) 307,389

 Saturday
 - - - - - 214,718

CLARENCE R. LINDNER, General Manager.

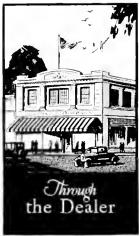
Sworn to and subscribed before me this second day of October, 1926.

G. O. MARKUSON,

Notary Public,

(My commission expires March 9, 1930.)







# Capitalize the Community Good-Will of Your Dealers

"Advertise!", urges the factory . . . "How?", asks the dealer.

Willing, in fact eager, the retailer seeks practical local advertising . . . in his own name.

But he needs the leadership, the counsel and the *sustained* sales promotion cooperation of the factory; not a haphazard assortment of "helps".

He wants a program! One based on his community or town size, his store location and his gross sales.

To the community-center dealer, or the city-outskirts dealer, and the small-town dealer, Direct Mail is one of the two accepted outside-of-the-store advertising mediums; and in thousands of cases, it is the ONLY logical medium.

Electrograph recognized this years ago. Thousands of dealers regularly receive packages of carefully prepared Direct Mail, signed by them, addressed to consumers, sealed, *stamped*—ready for the mails. By Electrograph, from Electrograph . . . for the factory.

The parented Electrograph equipment individualizes and localizes all forms of Direct Mail; giving the local, personal touch to letters, folders, booklets, and mailing cards.

Electrograph will help you add local and personal appeal to national advertising... capitalize the goodwill of your dealers. Write for descriptive folder... today.

THE ELECTROGRAPH COMPANY

Home office: 725 West Grand Boulevard - Detroit, Michigan



In Illinoir, Electrograph Advertising Service Inc., Chicago, is licensed to operate under Electrograph patents-

#### Installment Buying Not All Bliss

By H. A. N.

It is but natural that the articles in Advertising & Selling about Installment Selling should deal with this subject chiefly from the manufacturer's standpoint. Yet it is equally important to know what the installment customer thinks about the system. It is he who gets the benefits and it is upon him that the burdens fall.

Unquestionably the opportunity to buy commodities "on time" has enabled many people to buy at once what otherwise they would have been obliged to wait a few years longer for. But that has not always been a blessing. Any thinking person will readily admit that, in its present state, installment selling works many hardships, even though the system is fundamentally sound.

It is an easy matter in America to buy goods "on time." If one has a charge account at any of the local stores he can buy almost anything on the partial payment plan. This, I repeat, is fundamentally sound and a real accommodation as long as buying is done carefully. With the present highly developed salesmanship, however, it may easily become a curse instead of a blessing.

It takes a very strong man, these days, to withstand the temptations that are daily put in his way by advertising, direct mail, high pressure salesmanship, etc. Who would not like to possess the various electrical helps in the home and the hundred other commodities that seem to have become absolute necessities? Wouldn't you, yourself, just love to give friend wife all that others seem to get so easily? One need not be a fool to buy now certain commodities which, from a financial standpoint, one should not buy until sometime—perhaps several years—later.

If installment selling is really all bliss, why is it that so many folks proclaim they will not fall for it again? W. R. Basset does not admit that buying on the installment plan tends to put workers in a state of economic bondage. Still, even a casual talk with folks in moderate circumstances cannot fail to supply ample proof that it does. Buying in this manner has become such an ordinary everyday occurrence that in many cases it is made the excuse for ordering articles simply to "keep up with Lizzie."

The "deferred payment plan" is directly responsible for raising the plane of living too rapidly. To counteract this it would be wise for installment credit granters to ask the applicant for a statement of his other installment purchases. This would be of real help to the buyer even though the seller may of necessity lose some of his sales temporarily.

porarily.

## First in Ohio-

the AKRON BEACON JOURNAL printed more advertising per six-day week during the first six months of 1926 than any other newspaper in Ohio.

It printed more advertising in its six-day week than any other newspapers printed in their seven-day week, except the Cleveland Plain Dealer and the Columbus Dispatch.

Besides these records, the Akron Beacon Journal ranked 8th in total linage, 10th in local linage, 11th in classified linage, and 21st in national linage among six - day evening newspapers in the entire United States.

The local and classified linage figures prove that Akronites think more of their Akron Beacon Journal than people of most other large cities think of their leading newspapers.

The wealth of the Akron market, where laborer's wages average \$1,587.52 per year, higher than in almost all of the larger cities, is one reason for this. Akron's wealth also accounts for the fact that the Akron Beacon Journal stands 21st in the United States in national linage when the population statistics show Akron to be 32nd in population.

Include the Akron Beacon Journal in your schedules.

#### AKRON BEACON JOURNAL

First in News, Circulation and Advertising

STORY, BROOKS & FINLEY, Representatives

New York

Philadelphia

Chicago

Los Angeles

Above Facts Compiled from Editor & Publisher Semi-annual Linage Table

# Campbell's Soup in 4 Colors for

A \$265,000 Order!



HE Campbell Soup Company's advertising will appear in every issue of Liberty during 1927—more than double the space used this year. This advertiser is a shrewd buyer. By contracting for space before November 1st, when advertising rates will be increased, the Campbell Soup Company saves \$26,500.

#### YOU ALSO CAN MAKE

BY ORDERING SPACE BEFORE THE NEW RATES GO INTO EFFECT

# Buys 53 Pages 1927 in LIBERTY

Advertising Rates Go Up November 1st

		ar	nd 💷		and the state of		et to		
In Advertising Lineage									
100,000 200	0000 300,000	400,000	500,000	600,000	700,000	800,000	900,000		
Saturday Ever	ning Post						3,106,049		
Liberty				y See a	F. S. Fr.	818,69	90		
Ladies'Home	Journal					759,350			
Literary Digo	est				661,628				
Good Housek	eeping			582,807					
Woman's Hom	ne Companion		480,569						
Collier's		49	1,807	Libe	RTY has alread	dy announce	d it printed		
American		392,470	5	more advertising during the first six months of 1926 than any other magazine of general character, with the exception of The Saturday Evening Post. LIBERTY					
Pictorial Rev	riew 3	31,313		has	not only hel , August and	ld second pl	ace during		
Cosmopolitai	n 2997			incre by n	eased its lead nore than 50.	l over the 3rd,000 lines.	d magazine		
M <sup>c</sup> Call's	296,94	FIGURES COMPIL FROM PRINTERS IN		verti	s chart shows ising lineage ember, 1926.	from Januar			



247 Park Ave. New York General Motors Bldg.

Detroit

705 Union Bank Bldg. Los Angeles Tribune Square Chicago

#### 60,000 Live Names at ½c each

E have in our possession a list of 60,000 names of business and professional men scattered throughout the United States (a few in Canada) who mailed \$2.00 in advance for a meritorious book of humor. A large percentage of repeat orders was received from the same list on subsequent editions. 99% of these people have personal checking accounts.

This list will prove invaluable to publishers of books or magazines and also to those selling any commodity direct to consumer.

A limited number of these lists are being prepared in typewritten form—geographically arranged—and will be corrected up to September 15th, 1926. A complete copy of this list may be obtained for \$150. Your check may accompany your order—or the list may be paid for upon delivery.

If interested, it will pay you to act quickly as no second edition will be issued

#### SWEETLAND ADVERTISING

INCORPORATEL

Direct Mail (ampaigns

25 WEST 44TH STREET NEW YORK

#### Freight Rates West of the Mississippi

[CONTINUED FROM PAGE 22]

harvest the wheat that feeds Europe. But when the railroads get through taking their share out of the sacks we haven't enough left to feed ourselves.

"My wheat will bring seventy-two cents in Minneapolis. Hauling and freight will take thirty-five cents—half the price. From Minneapolis to New York, where you live, the freight's twelve or thirteen cents a bushel; it's under twenty cents from Minneapolis to London. There's the reason why the West is bitter. Why should we ranchers, who feed the world, be called on to finance the railroads of the whole country?"

THE counterpart of this ranchman's feeling may be seen in every political campaign. It comes to the surface every day when the "agriculture crisis" is aired. It is the real basis for all the political theories that rise from the West; a restless striving to get from under the burden of heavy freight rates.

Right or wrong, the feeling of bitterness exists. "The Steel Trust," spoke a senatorial candidate to a St. Paul audience, "concentrates all its tonnage at one city. It tells the railroad managers what to charge for freight. If they try to charge more, the Trust lets them board up the windows of their stations in Pittsburgh. The Trust can ship over six or seven roads. It makes them come to time. But the farmer can't. His ranch is on only one road. Although the farmers of this State number a couple of hundred thousand, each one of them has access to one railroad. They have no means to club their wheat together and threaten the carriers. It's the old fable: United we stand, divided we fall. We fall, because there's no way we can unite. The whole freight rate structure of the Western railroads takes for granted that they have us tied feet and hands."

Hence has the West fought through the courts and appealed to the Interstate Commerce Commission and thundered down the halls of Congress for relief from back-hauls, long-versusshort rates, inter-mountain differentials. All has been without success, Every day's business riles both seller and buyer.

Consider the facts a moment. Steel products are carried from Pittsburgh to the Pacific Coast, by rail, for 50 to 60 cents per 100 pounds; but from the Colorado steel mills at Pueblo, the same goods cost \$1.60 per 100 pounds to the Coast. Cotton piece goods from Boston to the Coast are rated at \$1 per 100 pounds; but from Boston to Denver, the rate is \$1.77. It is only 52 cents

for Boston-Omaha shipments: sevenninths of the Boston-Denver mileage.

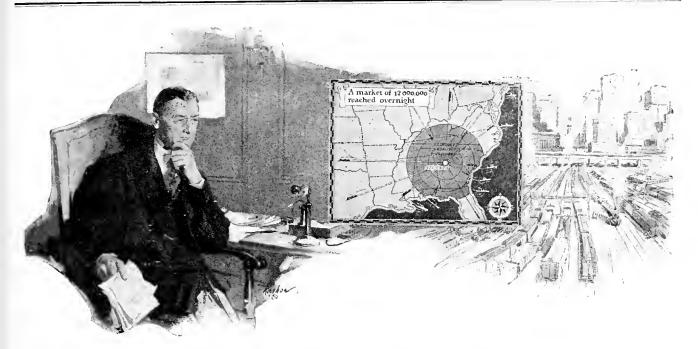
Buying or selling, the irritant is present. What the West produces is subject to long deductions to get it to the market, because produce and grain livestock are sold on a delivered price at the great primary markets. Beef and wheat and cotton compete in the world markets. Those markets quote prices for delivery, with all freights paid. The rancher, therefore, must himself prepay the freight on what he ships.

To make bitterness more bitter, manufactures are shipped "f.o.b. factory." which means that the purchaser "pays the freight." After, therefore, prepaying the heavy freight rates on what it sells, the West is obliged to accept billing for the equally burdensome freight for what it buys. In this respect, the whole country is alike. Elsewhere, however, it is accepted as a condition precedent to doing business. In the West it is resented.

That resentment rises, naturally, because freight rates are high. More deep seated than the total of the charges by far is the consciousness that Western freight rates deny the American-given right to equal treatment. Western freight rates nullify absolutely the "distance principle in rate making." The illustrations already given indicate this. Is it any wonder that free men rebel every time they recall that they are paying more to get freight to or from Chicago than Californians pay for the shoes they buy in Brockton or for the canned goods they ship to New York? Within 200 miles of Denver are large deposits of anthracite coal, unmined and undeveloped, although rails run close to the properties, while Denver buys its anthraeite coal from Scranton, 2000 miles away. The reason? Freight costs less per ton for 2000 miles than for 200, so much less that Nature's bounty to Denver is denied by man's artificial handiwork in the shape of a freight rate!

ET not the writer of advertising copy dismiss freight rates west of the Mississippi too lightly. Unintentionally, even he may offend those to whom his message is directed. Possibly the case is best stated by a veteran bank president of the West when he related:

"No New York bank ever sends a New Yorker out to this country to run anything, but every month some New York bank offers a vice-presidency to promising bankers from Texas or Oregon. The reason, to my mind, is



# Can You get along without an Atlanta Branch?

#### —the time has come to find out!

N dollars and cents—in cases of merchandise do you know how much business is passing you by because you have no branch in Atlanta?

Can your business afford not to know—and know definitely?

Your competitors are here, serving America's fastest growing market from its logical manufacturing and distributing point. Overnight to a huge portion of this market, their merchandise carries no burdensome freight charges. They can render better service, make quicker deliveries, and as a result—it is not unusual for Atlanta branches to exceed their quotas by 50%, 75% or even 100%. In some instances they lead the entire country in volume of business.

Are you getting your share of Southern business? Are you sure?

#### Facts that are vital to business

The time has come when Industry in America can no longer serve the entire country from any one point, however centrally located. Leading business men are getting the facts about Atlanta. They know that the country's greatest development is now taking place in the South, and they are preparing to take full advantage of the rich opportunities offered.

Why was the largest textile deal in history recently completed in the Atlanta Industrial Area?—a transaction involving \$100,000,000 and assuring to Georgia over 50% of the world's production of tire fabric. Why have

more than 600 nationally-known concerns, in all branches of industry, selected Atlanta as Southern headquarters.

#### All the fundamentals are here

Point by point, Atlanta location satisfies your fundamental requirements. What factors govern: A Market? Atlanta is the key to America's fastest growing market. Transportation? 15 railroad lines radiate from Atlanta. Labor? Raw Materials? Power? Taxes? Sites and building costs? Climate? Atlanta can point to indisputably vital industrial advantages in each of these essentials.

#### Can you afford NOT to KNOW?

In the face of modern competitive conditions, under the modern system of hand-to-mouth merchandising, can you—in all fairness to yourself and to your stockholders—fail to get the full facts about the Atlanta Industrial Area?

Atlanta is ready to lay her cards on your table. The Industrial Bureau is prepared to get the facts for you in complete, concise and thoroughly authenticated form. A special confidential survey, covering the situation entirely from the viewpoint of your business, will be made without charge or obligation.

Are you ready for the full truth?

Send for this Booklet containing the actual experiences of some of the 602 concerns that have chosen to serve the South from Atlanta.

Write the

INDUSTRIAL BUREAU
2037 Chamber of Commerce



#### Did You Ever Hear of an AD-ENGINEER?

Neither did we, and we don't like the sound of it, but we are hard put to it for a simple name by which to announce a brand-new management engineering business limited to advertising departments, agencies and other units rendering advertising service.

Not an advertising agency—not a market counsellor—but a corporation organized to devote exactly 100% of its effort to advice and instruction in the fields of advertising relations and management. What the industrial engineer is to the factory, this new service proposes to be to the creative man too busy with everyday work to iron out kinks in his operating mechanism.

Lynn Ellis is engineer only by adoption, though highly commended once by Harrington Emerson on his efficient advertising department and another time elected vicepresident of an engineering society. He is essentially an advertising man and in ten years with the H. K. McCann Company personally set the keynote for most of the \$7,000,000 spent under his direction.

However, he holds that good advertising is 95% good engineering and only 5% luck and inspiration. He believes the time has come for temperamental genius to give way to better order. His organization is ready to help the advertising executive to easier ways and shorter, less anxious days.

When you have had time to grasp the thought of the industrial engineer in advertising, write for fuller detail.

Better vet, outline to us the management problem that's bothering you—it costs nothing to find out how we should tackle it.

#### LYNN ELLIS, Inc.

**Advertising Relations** and Management

One Madison Avenue

New York

Room 346, Desk C-2







#### HOTEL ST. JAMES

Midway between Fifth Avenue and Breadway An hotel of quiet dignity, haring the atmosphere and appointments of a well-conditioned home. Much favored by women traveling without escort, 3 minutes walk to 40 theatres and all best shops.

Rates and booklet on opplication.
W. JOHNSON QUINN

simple. Westerners, drawn to New York, know how to handle Western business. They don't offend the West; but the Easterner sooner or later will miss a step because he doesn't understand the Western point of view.

"It's that way with a lot of advertisements. They mean all right, but they have but the one viewpoint. Just because a customer of this bank happened to be born abroad gives me no license to storm 'Foreigner' at him every time he comes to my desk. But that's what advertisements like this are doing!"

To reinforce his point, he indicated an ad which carried the wording: "Price, east of the Rockies, \$4; west of the Rockies, \$4.50." He mentioned other copy with such familiar expressions as "Pacific Coast prices slightly higher," and "More west of Denver,"

It is bad enough for a large area of our country to be conscious that "free and equal" is a phrase for schoolboys to memorize in the ignorant years of youth only to be turned into a phrase of bitter sarcasm by the cold facts of later life. Worse is the insult to local pride to have thoughtless advertisers remind them of "embarrassing disabili-ties" to trade. Any copy writer (or any manufacturer who undertakes national advertising) by a bit of firsthand investigation may satisfy himself as to the soundness of this recommendation: Take the sting out of your copy. It is a poor rule to permit offence in copy.

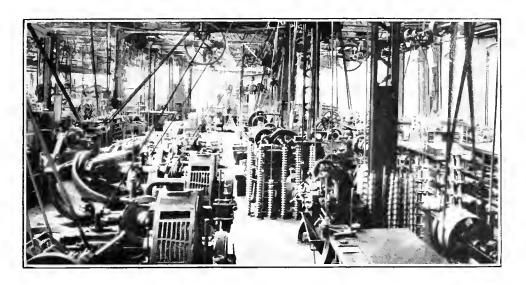
Geographical conditions are immutable. None know this better than those who live beyond the Mississippi. They pride themselves on living in the West. It was inevitable that their freight rates should be high. To this they object not at all, but they do feel aggrieved at the trade conditions which have nullified mileage in the making of freight rates. So widespread is this sense of un-American treatment that the whole social, commercial, and political structure of the West bubbles with unrest. Do not, if you are an advertiser, overlook this sore spot of Western psychology in your copy!

#### Advertising Legionaires to Hold Luncheon

The Advertising Men's Post of the American Legion will hold a luncheon meeting at the Hotel Martinique, New York, on Thursday, Oct. 21, at 12:30 p. m. Walter T. Leon, post commander, will preside and the speaker of the occasion will be Ray B. Bowen of the New Yorker.

#### Westchester Weeklies Elect

Thomas M. Kennett, publisher of the Pelham Sun, has been re-elected president of the Westchester County Weeklies, Associated. The other officers are: Frederick Dromgoole, vice-president; C. E. Lovejoy, vice-president; G. Harris Danzberger, secretary, and Colin T. Naylor, Jr., treasurer.



### Dominating the metal-working industries-

THERE is a wide gulf between the mechanical processes in a rolling mill and those in a type-writer factory, between those in an automobile plant and those in an optical instrument shop, between those in a cash register factory and those in a locomotive shop—

But the mechanical industries, diverse in the process and the product, are united in their common consumption of machine tools, small tools, accessories, supplies and raw materials, and in their common problems of management, shop routine, material handling, labor, and cost accounting.

And they are united further in the fact that their common medium of exchange of ideas and information is the American Machinist.

The American Machinist has reached this position in industry as a result of three things—editorial quality, rigid advertising policy, and circulation methods.

The circulation of the American Machinist is based on the unit coverage principle.

That is, in building our subscription list, we have not sought numbers as such, but units of industry.

The consequence is that the American Machinist subscription list covers a substantial majority of all metal-working manufacturing plants of the United States. Of its 16,768 circulation, 40.42% are company subscriptions, 45.99% are shop executives and engineers.

We have conclusive proof of the extent to which buying executives use the advertising pages of the American Machinist. In fact, hundreds of executives have testified that, highly as they value the editorial pages of the American Machinist, they depend even more upon its advertising pages in their constant search for more economical production and for improvements of product.

To you manufacturers who sell to industry, we offer skilled aid in exploring and exploiting your sales field. Shall we send you further details?

## American Machinist

A B C A B P

Tenth Avenue at 36th Street,

New York

A McGraw-Hill Publication



SUBSCRIBERS to Iron Trade Review are engaged in every conceivable kind of business making products wholly or in part of metals. The great variety of products is remarkable. On the opposite page is a questionnaire more than 7000 of our 10,500 subscribers have filled out for our records, and here is an analysis of the varied lines of business based on 500 questionnaires, representing the first three letters of the alphabet.

The value of Iron Trade Review to the entire producing consuming industries is its once a week, complete, accurate and authoritative market and business information, which makes it indispensable to subscribers as a guide in their purchases of raw materials.

#### What IRON TRADE REVIEW Readers Make and Sell

Agricultural Implements

Automotive Equipment and Accessories

Auto Trucks, Tractors, Busses, Wagons, Harvesters, Trailers, Threshing Machines

Bolts, Nuts, Rivets, Washers, Nails, Screws, Tacks Castings—Gray iron, steel, brass, aluminum, malleable, nonferrous Coal, Coke, Pig Iron, Alloys

Conveying and Elevating Machinery—Cranes, Hoists, Derricks. Buckets, Steam Shovels, Steel Chain Conveyors

Crushing, Grinding and Pulverizing Machinery Engines—Gas, Steam, Oil, Automobile

Engineers and Contractors

Forgings

Foundry Equipment and Supplies Furnaces, Stoves, Heaters, Radiators, Ranges, Ovens, Electric Furnaces

Gas and Oil Equipment and Appliances

Hardware

Heat Treating Heating and Ventilating—Turbine Blowers, Exhauster Regulators

Household appliances—Refrigerators, Washing Machines, Vacuum Cleaners;

Phonographs

Iron and Steel Lubricants

Mining Equipment—Mine and Mill Supplies Machine Tools Metals—Producers and Dealers

Miscellaneous Machinery

Miscellaneous-Soda Fountains, Lubricating Devices, Packers, Steel Balls,

Bankers, etc.

Office Appliances-Addressing Machines, Typewriters, Vaults, Safes, Adding

Machines

Pipe, Valves, Fittings-Cast Iron, Culverts, Tubing oil and gas well supplies

and equipment

Pumps, Compressors Windmills, etc. Power Transmission Equipment—Gears. Chains, Sprockets

Railroads and Railroad Equipment—Street Railways, Freight Cars, Air

Brakes, Locomotives, Brake Shoes

Refractories Sheet Metal Works-Steel Lockers, Shelving, Fire Doors, Shop Equipment.

Metal Furniture

Refractories

Sheet Metal Works-Steel Lockers, Shelving, Fire Doors, Shop Equipment,

Metal Furniture

Screw Machine Products

Stampings

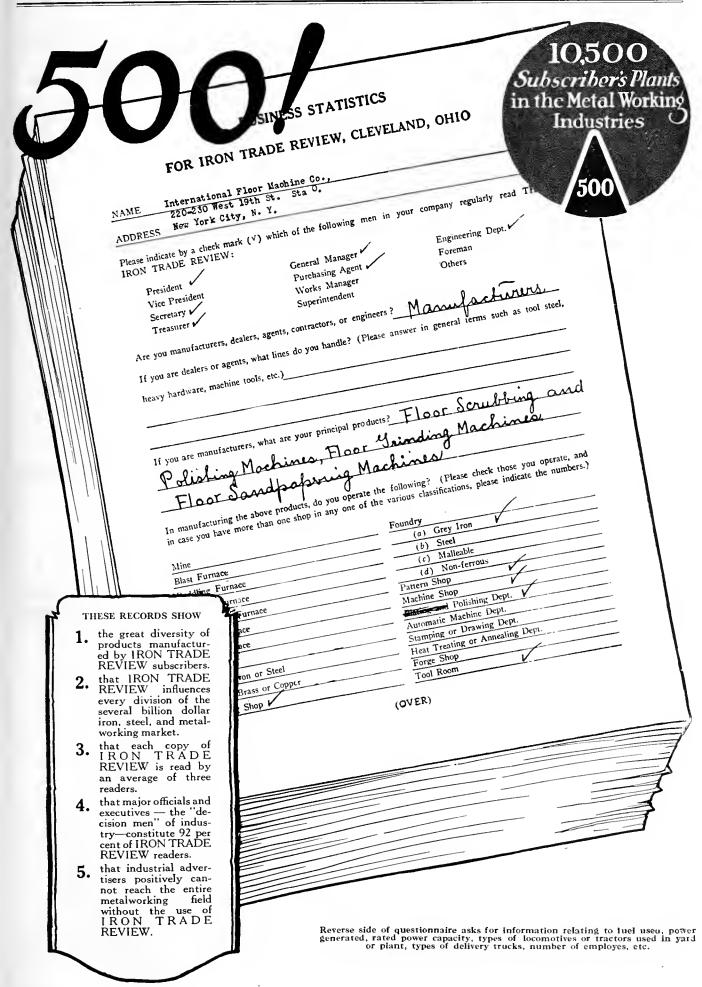
Structural Steel

Tools—Mechanics, Carpenters, Portable Electric, Forged, Saws, Dies, Jigs Tubes, Tubing

Wire, Wire Products, Wire Nails, Cloth Springs, Rope Fence

A. B. C. CLEVELAND, OHIO

Metalworking-TheWorld's Greatest Industry





In the very center of things on the Beach and the Boardwalk.

"Dual Trio" Radio Concert every Tuesday evening Tune in on WPG at 9



STAND out like personal friends in the thoughts of those who love to go down to the sea for rest or play—their simple, friendly hospitality has so graced every service for so many years.

Especially delightful during the winter months are the broad deck porches facing the sea with their comfortable steamer chairs looking down on the flowing life of the Boardwalk. For the more active—golf, riding on the beach, theatres, Boardwalk activities, fascinating shops, music and entertainment.

#### American Plan Only Always Open

Illustrated Folder on Request

LEEDS AND LIPPINCOTT COMPANY

#### THE AMERICAN ARCHITECT A. B. C. Est. 1876 A. B. P.

"Advertising and Selling to Architects," a booklet prepared to give you a better understanding of the architectural field, is now available.

Your copy will be sent upon request.

243 West 39th St.

New York

#### TESTIMONIALS

Speaking of testimonials, here's one we appreciate: "I don't see how you do it. Our photostats are back admost before we realize the letters have been turned over to you. Real service."

Let us prove that for you. You want photostats when you want 'em. We get them to you.

Commerce Photo-Print Corporation 80 Maiden Lane New York City



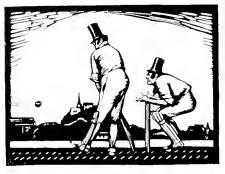
Bakers Weekly A.B.C.-A.B.P. New York City NEW YORK OFFICE—45 West 45th St. CHICAGO OFFICE—343 3. Dearborn St. Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.



BY W. R. HOTCHKIN, New York. "Making More Money in Advertising." By W. R. Hotchkin. A volume on the writing of advertisements which lays great stress on copy. The author's ten-year connection with John Wanamaker, New York, as advertising manager, insures the practical value of his comments. There is a section intended for the department store "buyer," and there are several chapters for the aid of the complete novice. Price \$3.

By The Associated Business Papers, Inc., New York. "A. B. P. List of Recognized Agencies." This list comprises those agencies that have applied and qualified for A. B. P. recognition up to Aug. 15, 1926. It is not a revision of the former list, but is a new one, based on far more exacting standards and on far more comprehensive information. Free upon request.

BY THE STUDIO, LTD., London. "Posters & Publicity." By Sydney R. Jones. This, the special Autumn Number of *The Studio*, is a worthy unit in a famous series. Except for a short



introduction it consists of about 400 excellent illustrations—sixty-eight in color. There are reproductions of posters from all the leading countries of the world, including Japan and the Scandinavian. Since the sub-title is "Fine Printing and Design," a number of examples of fine advertising typography are included as well. Price: In wrappers, seven shillings and six pence; in cloth, ten shillings and six pence.

BY THE POLICYHOLDERS SERVICE BUREAU, METROPOLITAN LIFE INSURANCE COMPANY, New York. "Employee Magazines." This Pamphlet, Report No. 74, deals in detail with the mechanical structure of the employee magazine, the editor and his duties, the contents of the magazine, layout and distribution, as well as the technicalities of editing. The material was taken from the best practices used by group insurance policyholders of the Metropolitan who issue employee magazines, and from general industrial practices. Free on request.

#### The Lillibridge Viewpoint

Number Six

Issued by Ray D. Lillibridge Incorporated

New York

#### On Living a Second Life

HEN we contemplate Cyrus Curtis tackling the job of building up two great newspaper properties—the Philadelphia Public Ledger and the New York Evening Post—after the age when most men would feel that they had earned a "rest," and see E. M. Statler building a new hotel in Boston when, at 62, he might be resting comfortably on his oars, we are reminded of Sir Christopher Wren.

It was Sir Christopher Wren who built that magnificent cathedral, St. Paul's, in London in the 17th Century. At the age when most men begin to wear out, Sir Christopher was entering enthusiastically on a new career in a new profession. For, it was not till he was past sixty that he became an architect. After his sixtieth year, this amazing man built ninety churches and cathedrals!

Like the man James Whitcomb Riley wrote of who had "lived to three score and ten and had the hang of it now and could do it again," Sir Christopher Wren discovered the secret of living a second life and doing another full life's work.

Growing old is so often the result of doing the same old thing—following the same old rutted road. Whereas, the man who takes up a worth-while interest about the time his temples begin to grey becomes so thrilled that he has to keep on living a long time to follow the fascinating new road he is traveling to see where it leads!

#### Changing American Tempo

THERE is rapidly developing among large corporations in the household appliance field a realization of the desirability of having

a disinterested outside organization conduct for them a comprehensive survey taking in products, sales and advertising policies, and market potentialities, that they may keep their businesses in step with the changing American tempo.

Our organization has just been retained by the Standard Gas Equipment Corporation, makers of the famous Smoothtop, Oriole, Acorn, Triplex and Vulcan gas ranges, to conduct such a survey.

#### The Deadening Rhythm of the Week

One wonders whether, were it not for the rhythm of the week, with its hopeful start on Monday, its busyness by Wednesday, and its slowing down by Friday . . . . whether business men might not make more progress with their plans.

Instead of a rhythm of progress, the weekly round is prone to degenerate into a rhythm of procrastination, in the face of the generally admitted fact that, as James H. Rand, Jr., puts it, "in business you have only ten years to make a go of it."

Rhythm of the week: Friday—"Too late to do anything this week on that new plan; we'll take it up Monday."... Monday—"So many things to straighten out—have to wait a day or two before tackling that new plan."... Wednesday—"Too busy today."... Friday—"Too late to get a good start this week; we'll take it up Monday."

And so on, week after week; the step becomes a mark-time march in the treadmill of the week.

That is, unless one resolutely writes the letter or memo, puts in the telephone call, or

calls the meeting that will put the plan in motion, even if it is five minutes to five on Friday night, or nine minutes after nine on Monday morning.

For instance, if you have been promising yourself to "get in touch with this Lillibridge Agency and see what they can do for us," why not do it now?

#### Grows Fortune In Flower Pot

One reason many business men achieve such mediocre success is that they try to be successful in too broad a way.

A florist by the name of Cooley died up in Pittsfield, Massachusetts, a few months ago, leaving a fortune of \$1,722,100. The notable thing about his success was that he had fenced off a little corner of a big business; instead of raising everything, from "geraniums red to delphiniums blue," he concentrated on orchids. His reputation as an orchid grower came to be national. In ten years he took thirty-seven gold medals. Literally, he grew himself a fortune with a single plant!

#### \$ \$ \$

THERE are other businesses which would be more successful if the "orchid" of the line were selected and cultivated, almost to the exclusion of all else.

Scattered seeds grow scattered crops; a single plant carefully cultivated often returns an amazing yield.

#### Note

In mailing copies of a recent issue of The Viewboint we enclosed a reprint of Robert R. Updegraff'sessay, "The New American Tempo." Numerous executives have written us asking if

they might have a number of extra copies of this pamphlet to send to business friends and associates.

We have been pleased to comply in every case, and will be glad to send additional copies to others who may wish them.

#### Advertising Exposure

W in to advertise only products in which we have the utmost faith, products that will stand the glare of advertising exposure. We want no clients who, like the ancient gentleman Edmund Burke referred to, "trembled to have his shield scoured for fear it should be discovered to be no better than an old pot lid."

To any manufacturer who has a worthy product to market, or a meritorious service to sell, we offer an advertising service of peculiar efficiency, based on a sound Fee-and-Budget system of compensation, carefully set "objectives," and painstaking "follow-through."

We welcome letters of inquiry.

#### Other Men's Shoes

THE Khalif H. I. M. Abdul Mejid may or may not have been a very popular Sultan, but he had one very commendable habit: he fasted once a week to remind himself that many of his people were starving.

Putting one's self in the other man's shoes is a fine thing; it changes one's viewpoint completely.

We know that spending money to advertise our own business has qualified us to spend more wisely for our clients . . . . Nor have we found it so difficult to advertise an advertising agency as it has always been supposed to be.

#### RAY D. LILLIBRIDGE INCORPORATED

Advertising

NO. 8 WEST 40TH STREET \* NEW YORK
Telephone. Longacre 4000
Established in 1899

#### A. N. A. Annual Meeting Program

Ambassador Hotel, Atlantic City, N. J., November 8, 9, 10, 1926

Monday, November 8-Meeting called to order at 11:00 o'clock.

PRESIDENT'S ADDRESS.

SECRETARY-TREASURER'S REPORT. NEW TENDENCIES IN MARKETING.

L. D. H. Weld, recently manager of Commercial Research Department, Swift & Co., now with the H. K. McCann Co.

Afternoon Session-2:00 o'clock.

NATIONAL DISTRIBUTION FOR A NEW PRODUCT IN NINETY DAYS.
William M. Zintl, Director of Sales,
Paint Division, E. I. du Pont de Nemours & Co.

CHAIN STORE DISTRIBUTION.

W. T. Grant, Chairman of the Board. W. T. Grant Chain Stores.

SELLING DIRECT TO THE CONSUMER.

O. B. Westphal, Vice-President and General Sales Manager, Jewel Tea Company, Inc.

GROUP MEETINGS.

Agency Matters—Chairman, S. E. Conybeare, Armstrong Cork Co. Dealer Helps-Chairman, A. C. Kle-Dealer Helps—Chairman, A. C. Kleberg, Valentine & Co.
Direct Mail—Chairman, R. N. Fellows, Addressograph Co.
Export—Chairman, T. N. Pockman, U. S. Rubber Co.
Newspapers—Chairman, Verne Burnett, General Motors Corp.
Magazines—Chairman, W. A. Hart, F. L. dy Pont de Nemours & Co.

E. I. du Pont de Nemours & Co.

INFORMAL DINNER AND ENTERTAIN-MENT-6:30 p. m.

Tuesday, November 9-Morning Session 9:30

PSYCHOLOGY OF ADVERTISING AND SELL-

ING—Talk No. 1.

John B. Watson, Ph.D., Vice-President of the J. Walter Thompson Company, author of "Behaviorism."

NOMINATION AND BALLOTING FOR PRESIDENT AND TRANSPORTED TO THE PRESIDENT AND THE PRES

IDENT.

COMMITTEE REPORTS.

NOMINATION AND BALLOTING FOR VICE-PRESIDENTS.

COMMITTEE REPORTS.

NOMINATION AND BALLOTING FOR DI-

THE POSTAL RATE SITUATION.

Richard H. Lee, of the New York Bar.

RESOLUTIONS COMMITTEE REPORT.

Tuesday, November 9 Afternoon Session-2:00 o'clock.

PSYCHOLOGY OF ADVERTISING AND SELL-ING-Talk No. 2.

John B. Watson, Ph.D.
WHAT A RETAILER THINKS ABOUT.
Frank H. Cole, Advertising Manager, Peter Henderson Company, and proprietor of the Frank H. Cole Company.

NEWSPAPER CIRCULATION CLINIC. How Newspapers Get Circulation. John M. Schmid, Business Manager,

Indianapolis News. Tendencies Good and Bad in News-paper Circulation Methods.

John H. Fahey, John H. Fahey & Co., Boston, Mass.

The Advertiser's Point of View. Verne Burnett, Secretary of Advertising Committee, General Motors Corp.

The Right Frame of Mind

In what frame of mind is a magazine reader most valuable to an advertiser? Should he be seeking mere relaxation—leaning on his elbows mentally? Or wide-awake, stimulated by a discussion of conflicting opinions, weighing the merits and making up his own mind?

The Forum is read by people of the latter class—successful men and women who reached the top of their respective ladders by doing their own thinking. Seventy thousand of these discriminating people read the Forum every month. They offer a select audience to advertisers seeking readers in the right frame of mind.

Member Audit Bureau of Circulations

FORUM

America's Quality Magazine of Controversy

247 PARK AVENUE

NEW YORK The Right Frame of Mind

In what frame of mind is a magazine reader most valuable to an advertiser? Should he be seeking mere relaxation—leaning on his elbows mentally? Or wide-awake, stimulated by a discussion of conflicting opinions, weighing the merits and making up his own mind?

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Member Audit Bureau of Circulations

FORUM

America's Quality Magazine of Controversy

247 PARK AVENUE

NEW YORK

#### Letters that TALK face to face!

SPARKLING SALES LETTERS, money-pulling collection letters, lactful adjustment letters, effective good-will letters.

SELFSAME RULES AND FORMULAS the shrewdest correspondents

TESTED TYPES OF BUSINESS LETTERS—story letters, testimonial, conversational, announcement letters.

EXAMPLES OF LETTERS by line of business—manufacturing, whole-saling, retailing, specialty, services, real estate, insurance, banks.

PSYCHOLDGY IN LETTERS—Description, testimony, persuasion, Inducement—the styles of expression.

ment—the styles of expression.

OPENERS, CLOSERS, the hody of letters, methods for analyzing the sales situation, the effectiveness of letters.

CHARTS AND TABLES for planning letters—of preferable mailing dates, material for letters, letter series, names for mailing lists.

LETTERS THAT TALK face to face with your customers.

OW wouldn't YOU like to write letters that PAY?—Letters that grip and HOLD attention?—Letters that would tease you, intrigue you to the end?—Letters that make SALES and pay PROFITS?—Letters that WON'T LET GO until they have done what you wanted them to do, soothe an irate customer, collect money due you or BUILD UP business and good-will.

There is a way, a proven way to write letters like these—a far easler way than you may imagine—and the "BUSINESS CORRESPONDENCE HANDBOOK." edited by James H. Picken, Counselor in Direct Mail Advertising, will tell you. Known from coast to coast for his successful letters; trained under Munsterberg at Harvard; Picken, who has trained thousands to write letters THAT GET ACTION, sets forth simply, easily, the actual working methods of the MANTER letter writers of America. Mail the handy coupon below—now!

#### ----Examine FREE

A. W. SHAW COMPANY Cass, Huron and Erle Streets, Chicago

Please send me on approval your new \$36-page book, "Business Correspondence Handbook," edited by James H. Pieken, flexible binding, gold stamped. Within five days after its receipt, I'll send you \$7.50 plus a few rents for msiling charge, or return the book.

(Canada \$8.25 duty prepald, same terms; U. S. Territories and Colonles \$8.25 cash with order; all countries \$8.25 cash with order.)



#### You'd Like Returns Like These:

- -35 inquiries, on a list of 600, that resulted in 10 orders
- -97 orders from a mailing of 1,200 names in a second approach
- -1.6% returns with a total of \$5.436 in sales, on a single follow-up
- Better than 12% on a list of 5,000 names with sales totaling \$9,000
- Replies from 25% of a list, securing 500 orders in three weeks
- -A 2% return, cash with
- -Over 10,000 prospects, names from a list of 1,800 dealers

Complete reproduction of 225 unusual, result-producing let-ters that pay.

836 pages. Size 5½ x inches. Illustrated.



Annual Dinner—7:00 p. m.

Dr. W. E. Lingelbach, Chairman of History Department, University of Pennsylvania.

Robert C. Benchley, of Life. Wednesday, November 10 Morning Session—9:30

NEW TENDENCIES IN INDUSTRIAL AD-

VERTISING. N. S. Greensfelder, Advertising Manager, Hercules Powder Company.

HOW WE SELL ADVERTISING TO SALES-MEN.

P. B. Zimmerman, Advertising Manager, National Lamp Works of General Electric Company.

PSYCHOLOGY OF ADVERTISING AND SELL-ING-Talk No. 3. John B. Watson, Ph.D.

GAINING DISTRIBUTION BY OVERCOMING SUBSTITUTION.

F. W. Lovejoy, Sales Manager, Vacuum Oil Company.

Adjournment.

#### League of Advertising Women Announce Scholarship ${f Winners}$

The League of Advertising Women have made public the names of the winners of the two memorial advertising scholarships given by them at New York University. The two successful candidates are Frances Ettinge, with Rogers & Co., printers, and Rosemary Weber, secretary to the president, Plymouth Advertising Agency, New York. The Judges on Award were Bruce Barton, president, Barton, Durstine & Osborn; Arthur Williams, vicepresident-commercial relations, the New York Edison Company; Frederick C. Kendall, editor, Advertising and SELLING; Philip O. Badger, assistant to the Chancellor, and George B. Hotchkiss, chairman, Department of Marketing. New York University.

The chairman of the scholarship committee was Miss Laura Rosenstein.

#### Advertising Specialty Association Elects Officers

At the Twenty-third Annual Convention, held recently in Chicago, the Advertising Specialty Association elected as president Charles B. Goes, Jr., of the Goes Lithographing Company, Chicago. Other officers elected were: Honorary vice-president, E. N. Ferdon, The Blanchard Company, Aurora, Ill.; first vice-president, L. C. Glover, Novelty Advertising Company, Coshocton, Ohio; second vice-president, W. A. Repke, The Broderick Company, St. Paul. Minn.: treasurer (reelected). J. B. Carroll, J. B. Carroll Company, Chicago; executive secretary elected), Mrs. Bernice Blackwood, Chicago.

The following were elected as new members of the board of directors: U. Rae Colson, U. O. Colson Company, Paris, III.; C. A. Peck, Newton Manufacturing Company, Newton, Iowa; T. R. Gerlach, Gerlach-Barklow Company, Joliet, Ill.



o your most effective advertising where sales are actually made.

Appealing Labels, produced by Lithography, stand out on the dealer's shelf. Metal Packages, Fancy Packages, Cartons, Cigar Bands and Labels force the buyer's attention. Display Racks help to sell. Counter Cards and Wall Hangers influence the decision in favor of your product.

Lithographed matter at the point of sale has been responsible for most of the world's selling successes. Give every consideration to this very important part of your distribution plan.

## 

Advertising that follows through to sales

## Advertising that follows through to











JAKE it a practice to call freely uponyour lithographer for advice. A competent representative will gladly discuss with you any problems you may have.

Lithographers National Association, Inc. 104 FIFTH AVENUE. NEW YORK CITY

## The Memorable Phrase

[CONTINUED FROM PAGE 42]

your home—this congenial companion which gives so much and asks so little" (Victrola). "An unfailing performer" (Schaeffer Pens).

Now the reader who has been intent on the order in which we named our figures of speech will have noted omission of synecdoche. Are there no examples of use, in headline or text, of this device by which "the whole is used to designate a part, or a part to designate the whole"?

YES, one of the finest—a knockout as a caption—leaps at us from a half page of the Collins & Aikman Company. Note how much virility, freshness and wide-open-spaces feeling our copywriter puts into his simple fourword head by the synecdochic rendering, "Bringing Home the Beach." Even without context you almost get the implication: that gritty sand particles get into automobile upholstery, and that obviously the Collins & Aikman product meets that kind of situation most creditably.

Hyperbole—a figure of speech in which a statement is made emphatic by exaggeration? No, we haven't so much of it these days, thanks to functioning consciences and an enlightened attitude toward our craft. In fact, I scan scores of current copy exhibits, but do not discover it.

Of apostrophe, too, my net of inquiry comes back empty; for we who perpetrate copy aren't "addressing the dead, the absent or a personified object or idea" so often as our contemporaries of the stage, pulpit and rostrum.

In metonymy, however, the minter of copy phrases has a highly live and useful serving-man. For metonymy is that stimulative rhetorical device in which "an object is designated by the name of another object with which it is closely associated," as when Campbell's Soup copy speaks of "That one hot dish you always need for health and digestion." Not the dish, of course, but what's in the dish—yet metonymy gives us a thought infinitely preferable to the realism of "that one hot dish of food," does it not? "Why good food makes bad gums" says Ipana Tooth Paste, when of course it means the chewing of good food.

As for our next two phrase-invigorators—onomatopoeia and alliteration—you can, in the time that we are hunting one instance in a popular publication's pages, write ten examples of your own. Every good copywriter uses constantly words that suggest their meaning by their sound (onomatopoeia): "The clong of the fire gong"—"the lisp of rain in the leaves"—"His horses' feet clip-clopped over the stones." Indeed, onomatopoeia, despite its vowel-studed polysyllables, is one of our happiest aids to phrase-power.

In alliteration, however, the copywriter finds his most deadly friend. Hence, the seasoned advertising messagist of today uses it sparingly, as he would black pepper. So used, and when the occasion is pat, we get very charming effects. As, for example, when Edison Lamp Works heads a beautiful and individual page dominated by one of Rockwell's inimitable illustrations, with: "Just being kids and Captain Kidds." In this usage the conscientious objector to alliteration is consoled by the extra joy of the poetical thought behind the mere rhythm of recurring k's.

And so comes now that thoroughly defensible and necessary ally: antithesis. Good copywriters we find using this aid to phrase-power very consistently. "Brush all your teeth and you will have all your teeth to brush," pronounces Prophylactic; and to the force of fact it adds the force of epigram, for in antithesis is the stuff epigram is made of. "Why good food makes bad gums," and "When Nature won't Pluto will," are typical antitheses, reechoed in the Bryant Heater Company phrase, "A warm home to live in, a cool home to sleep in," and Snider Catsup's "Vital for cook books as well as account books."

WITH one hand-sweep, however, we clear the copy desk of the three figurative aids that remain—climax, epigram and the rhetorical question. For the simple reason that with Elbert Hubbard died most epigram; climax functions best as a device of idea arrangement rather than of phrase making; and the rhetorical question has been superseded, so far as copy is concerned, by the simpler and more effective question per se, sans rhetoric or, "strong emotion."

And that leaves us, for memorable phrase-minting purposes, with our original thirteen figures of speech productive of the imagery that in turn produces phrase-power, cut down to a more workable seven: simile, metaphor, synecdoche, personification, metonymy, onomatopoeia and antithesis.

Let me commend to all copycrafters, yea, even those high above the salt, Dr. Henry S. Canby's newly issued book, "Better Writing." From it, you may recall, we have already purloined a memorable phrase—the one about connective words: that "They show the weakness of sluggish thinking as rain water shows the low spots of a golf course."

For the course of Nature, so far as sound copywriting is concerned, is a perilous one indeed. Technique is the sine qua non, and its hints, plus practice, plus experience, plus guidance by Those Who Know, become the elements ne plus ultra of apprenticeship.

#### "—the best selling ammunition our salesmen ever used"

–Kelviuator



Five thousand Pyramid Portfolios are making sales for Kelvinator salesmen. Read the letter written by G. G. Whitney, Advertising Manager;

We have been using your Pyramid Portfolios, or as we call them "Custom Kits," for about eight months, Without question, these easels are the best selling ammunition our salesmen have ever used.

Kelvinator salesmen who are making the most sales are usually those who are consistently using their easels. There has been no let-up in the sale of them to our men since we first issued them.

An unfavorable comment has never been heard. New salesmen can produce much sooner than they could without easels. Practically every objection which is ever made in a sales talk is effectively answered with the easel.

One of our Distributors who handles washing machines, electric ironers and other appliances says he only wishes he had a similar easel to cover his entire line.

Full description, sizes and prices of this revel portfolio promptly upon request. Samples, if desired.

Pyramid Sales Portfolio



Bookart Binders for every purpose, Ask for quotations,

Michigan
Book Binding Company
Schmidt Power Bldg., Detroit



#### THE OPEN FORUM

WHEREIN INDIVIDUAL VIEWS ARE FRANKLY EXPRESSED



#### Capital for the New Style Lumber Yard

WAS very much interested in the WAS very much interested in sur-recent article on "Marketing Building Materials," and would like to correct the impression that the retail building material merchant may do business on so little capital. The article suggests that some \$50,000 to \$75,000 is sufficient to operate a yard in a live town of 30,000 people in order to do a gross business of \$200,000 a year. This may be so in the West or Middle West, where real estate, labor and everything else is correspondingly cheaper, but it is entirely untrue in the East. It would be practically impossible even to buy a good lumber yard site with railroad siding, switching facilities, etc., for that \$75,000.

A yard doing a business of \$200,000 a year is a fairly small building material yard as Eastern lumber yards go. and yet it requires a large investment. It needs office buildings, sheds, piers, storage facilities, trucks, machinery equipment, horses-which would easily cost \$100,000, including the real estate. The delivery equipment alone, in these days, will run from \$20,000 to \$25,000. An Eastern yard must carry almost 875,000 in stock of those building materials and lumber specialties mentioned, some of which are very expensive and run from \$2,000 to \$4,500 a car. Call it \$60,000.

This means an investment of \$160,000 right off the bat, but the big factor which fools everybody in the lumber business is the large amount of cash capital necessary to finance the accounts receivable. Credits are long, from sixty to ninety to 120 days, and are then often paid only by note. A yard of this size would need \$70,000 to finance its accounts receivable alone. In other words, it is pretty hard to do much with a small retail lumber yard of this kind in the East on less than a quarter of a million dollars.

There would be about four people employed in the office, and about twenty in the yard, including the manager and yard foreman. Such yards would be equipped to transact ably in a business-like fashion something over \$200,000 a year gross sales in the building material business in the Eastern Atlantic States. Remember at the same time that this would be a small yard.

I might add that in most territories conditions are highly competitive and returns are not commensurate to the amount of invested capital necessary. It certainly costs a lot to operate one

of these "building material department stores" which the article mentioned.

HIRAM B. BLAUVELT, Vice-president, Comfort Coal-Lumber Co., Inc., Hackensack, N. J.

#### The Gentle Art of Pulling Legs

REEM to have recollections of a millionaire with a highly developed sense of humor who rescued a backalley cat, fattened it, and entered it at one of the leading shows—where it walked off with the honors. And that he followed this success by introducing "Puldekar." an ex-bus horse, to high society. In each case the gentleman concerned was able to obtain a considerable amount of amusement at the expense of unsuspecting and unwatchful experts simply by maintaining an air of gravity.

It is because of these recollections that I never knew whether to take the writings of Mr. William R. Basset seriously or not. At times one might think he was in earnest, but whenever he casually refers to his intimate acquaintance with "several thousand" businesses—then I feel sure that he must be pulling our legs. Several hundred, maybe, but several thousand—that is much too reminiscent of "Puldekar."

I'll admit that I didn't for a time get on to the fact that our legs were being quietly but expertly extended—not, in fact, until I happened to start trying to figure out just how long it would take to study several thousand businesses. If one allows one week to each business—and no one could gain an intimate knowledge of any average business, unless it were a peanut stand, in less time than this—one finds that it would take twenty years steady work to complete the first thousand. Two thousand, I suppose, would take an average business lifetime. Three thousand would take sixty years. And so on.

And how Mr. Basset must be chuckling to himself at our credulity. Simply because he maintains a serious countenance we accept his statements not at their, but at his, face value.

At times, of course, Mr. Basset evidently tries to see just how far he can go before we wake up. In a recent issue of Advertising and Selling, under the rather humorous heading of "Common Sense in Selling," he paints a very touching and highly imaginative picture much in the Heath Robinson style—of the worthy manufacturer deliberately

cacrificing his profits just in order to save the stunted, inefficient little storekeepers from the destruction which they deserve.

If we stopped to think, of course, we'd know perfectly well—as Mr. Basset does himself—that manufacturers are not passing up any profits from charitable motives. They, like Mr. Basset, are out for themselves and they adopt whatever policies they consider will prove the most profitable—for themselves. Again, if we reflected, we would remember that the quantity discount, especially in the grocery field, is the rule rather than the exception, as Mr. Basset seems to suggest.

Further, we would see that inefficiency is not a matter of size—witness the fact that some of the most glaringly inefficient businesses existing in the distributive field are department stores, which unhealthy concerns are being kept alive by the price concessions given to them by manufacturers. Finally, we would realize that as small storekeepers are indispensablethat is, if people are to have the conveniences in service which they demand and are willing to pay for-the obvious thing to do is to enable them to work on an efficient basis, not to discriminate against them and so add to their burdens.

Of course, as we now realize, Mr. Basset has just been having a little fun with us and it is up to us to take it in the right spirit. Even if our vanity should happen to feel a little disturbed we should take it with a smile. Apart from his proclivity for jesting Mr. Basset may, for all we know, be remarkable for his consistency. While you and I make our daily purchases just wherever is convenient, Mr. Basset may confine his purchases entirely to chain and department stores and other large and therefore efficient organizations. Prodigal of his time, he may go far out of his way, as a matter of principle, to deal exclusively with those monster organizations which he admires and cultivates. And as one cannot expect an efficient store to handle small orders, it is even possible that Mr. Basset never makes a retail purchase of less, say, than fifty dollars at a time.

But let us ery "Pax" and ask Mr. Basset to stop extending our legs. After all, they are long enough—they reach the ground. And it used to be said that this was as long as any leg needed to be. (But this, of course, was before the day of the efficiency expert.)

JOHN B. WHALLEY.

Kinsella, Alberta, Canada.

## Tell your story first

to these 850,000 families who put their homes first

IN successful modern selling, one of the fundamentals is to consider, first of all, the section of the market which is most responsive.

In the sale of products to the home, there is no section of the market more responsive than the 850,000 families who read Better Homes and Gardens.

To these families, the Home and its improvement is of foremost importance. To that end they spend a major part of their time . . . and of their money.

In recognition of this fact, many advertisers,\* particularly during the last year, have placed Better Homes and Gardens at the top of the list of national publications to be used in reaching the home.

These advertisers are telling their story *first* to the 850,000 families who put home *first* when spending their income.

#### Rates Increase

Through the December issue, the rate on Better Homes and Gardens remains at \$5 a line. Beginning with the issue of January, the rate goes to \$6 a line to keep pace with the growth in circulation to \$50,000.

\*Names and details on request.

# BETTER HOMES and GARDENS

E. T. MEREDITH, PUBLISHER

DES MOINES, IOWA



Nov. 15, 1926—New York Power Show Directory Number, will give the features, names and locations of exhibits.

Dec. 1, 1926—New York Power Show Number, will be distributed at the show and give the programs of meetings.

Dec. 15, 1926—Annual Review Number, in which engineering progress of the year will be epitomized by leading authorities.

Jan. 1, 1927—Power Plant Development Number, the 19th Annual Reference and Textbook Number. Jan. 15, 1927—Power Plant Equipment Number, will give detailed information on types of equipment for modern power.

Feb. 1, 1927—Chicago Power Show Directory Number, will enable engineers to decide in advance what exhibits they desire to see and their location.

Feb. 15, 1927—Chicago Power Show Number, will be distributed at the show and visualize it to leaders in the field everywhere.

THESE Seven Feature Numbers will offer greatly increased circulation, reader interest and reference value at no increase in advertising rates—a combination of low cost and quality circulation that represents the utmost economy in securing sales.

#### POWER PLANT ENGINEERING

Established over 30 years

A.B.P. 53 West Jackson Blvd., Chicago, Ill.

A.B.C.

#### Advertisers Who Use The Daily Herald

#### The Fisher Body Corporation

—and a goodly number of other prominent and successful advertisers agree with them that The Daily Herald *qcts results*,

If you have something to sell to the many prosperous people along the Mississippi Coast, The Daily Herald is the best and cheapest medium for you to use.

## The State Daily Herald

GULFPORT

MISSISSIPPI Geo. W. Wilkes' Sons, Publishers BILOXI

Canadian Advertising

You cannot effectively place your
Cenadian Advertising by merely
consulting a New appaper Directory You
need an Advertising Agency familiar
with "on the spot" conditions. Write.

AJ-DEMNE C. Company Ltd.
Redford Bidg.

Folded Edge Duckine and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Disblays

THE JOHN IGELSTROEM COMPANY
Massillon, Ohio Good Salasmen Wanted

## Sending Executives into the Field

[CONTINUED FROM PAGE 28]

types of population in the different sections and their habits of buying the kind of articles which his investigation covered. Then he called upon the representative grocer in each section. He asked each one these questions:

- (1)—Do you sell. .....(his own brand)?
  (2)—Do you sell. ......(the competing brand)?
- brand)?
  (3)—What is your price on each of these brands?
- (4)—Which of these brands enjoys the largest sale?

The answers were the same in each store visited: "Yes" to the first two questions. The answer to the third question showed that the dealer made the same price to the consumer on each brand. The answers to the fourth question indicated that in each store the competing brand enjoyed several times more business than the new brand. To the fifth question the dealers replied, without exception: "Yes." They were perfectly satisfied with the price and quality of the new brand. The replies to the sixth question were: "The consumer doesn't ask for it; but, we like to sell your brand as there is more profit in it." To the seventh question the dealers, with unanimous "The consumers like accord stated: the shape and size of the local brand best. They figure that it, being larger, gives them more for their money.

So there, then, was the answer. The new brand, though better in quality, was 25 per cent smaller in actual weight, and its extra quality and premium value were not sufficiently attractive to make up for the consumer's habit of buying the older brand, and the obvious fact of its larger size.

As a result of this trip the sales executive returned to the home office, and its swivel-chair executive philosophers, and reported his findings, made his diagnosis, and recommended the following remedy: Increase the size of the local brand, reduce its extra quality and make it the same in weight, quality and shape as the competing Also reduce its premium values to the same as those of the brand which dominated the market. Keep the same somewhat lower price to dealers; close the fine, big, costly, down-town premium store and open smaller, cheaper quarters in the more congested residence neighborhoods. Then the following sales and advertising course was recommended: Take all old stock from the jobber and replace it with the new size. Put in a crew of six salesmen to exchange the retailer's stocks, make an attractive restocking sales price, and provide spe-

#### Face to the Public

THERE is an old adage in the law courts that you can tell where the personal interest of a witness lies by the direction in which he turns his face.

N EDITOR is like that. He is a witness in court every day. By the direction in which he turns vou can tell where his interest lies. And an editor, more than any other man in public life, must keep his face to the public. For from it, he derives his impressions of daily life, his inspiration to write, his policy to pursue. The editor and his people must be one.

CINCE 1879 the Scripps-3 Howard newspapers

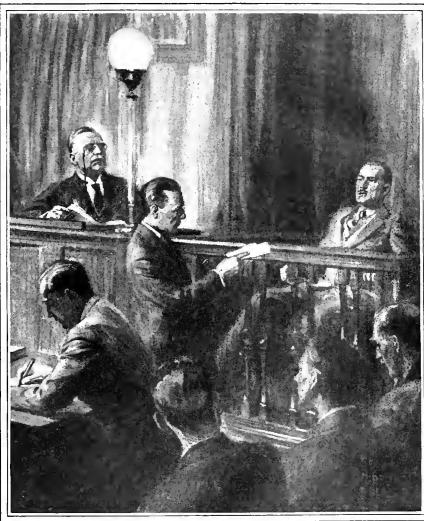
have faced the public. They have preached the doctrine of sane, American liberalism, wisely SCRIPPS-HOWARD



and temperately. These papers have won many battles in this cause. But they have always waged their fight in behalf of their readers.

TODAY, the Scripps-Howard newspapers

serve more than a million and a half families. These newspapers are published in twenty-four leading cities. This is popularity. But the readers of the Scripps-Howard newspapers also accord them confidence and respect—the greatest reward of journalism.



#### SCRIPPS-HOWARD NEWSPAPERS

... News-lice Toledo (Ohin) Columbus (Ohio) ...., Citizen . . . . Telegram Ft. Worth (Texas)........Press

Oklahoma City (Okla,).....News News Knoxville (Tenn.) . . . . El Paso (Texas) . . . . . . . . . . . Post San Diego (Calif.).....Sun . . . . Post Terre Haute (Ind.). Covington (Ky.) . . . Kentucky Post Albuquerque (N. Mex.) State-Tribune

ALLIED NEWSPAPERS, INC. National Representatives

250 Park Avenue, New York, N. Y. Chicago Seattle Cleveland San Francisco Detroit Los Angeles

\*Kentucky edition of the Cincinnati Post,

Cleveland (Ohio) Press
Baltimore (Md.) Post
Pittsburgh (Pa.) Press
San Francisco (Calif.) News
Washington (D. C.) News Cincinnati (Ohio) .......Post
Indianapolis (Ind.) ......Times Denver (Colo.) ..... Express



Too many sales organizations are like royal families—inbred—needing a transfusion of new ideas. Our practical and outside viewpoint often finds surprising possibilities of greater profit untouched.

#### MARQUIS REGAN Incorporated SALES COUNSELORS ·· 270 MADISON AVE. N.Y.

We operate through sales management, not over it. Leading sales managers testify to their satisfaction in working with us. Fee basis. Confidential. Obligated to client only. Details on request or write for appointment.

New York's newest and most beautifully furnished hotel accomodating 1034 quests Broadway at 63 Street.

200M WITH PRIVATE TOILET

ROOM WITH PRIVATE BATH-

\$124,342.25 Worth of Merchandise Sold by Letters At a Cost of Only \$2,552.24 A copy of the letter sent you free with a 212-page copy of POSTAGE MAGAZINE for 50c.

Booklets, Cards, etc. If you have anything to do with selling, you can get prediable ideas from POSTAGE. Published monthly, \$2.00 a year. Increase your sales and reduce selling cost by Direction of them to get orders. There is nothing you can say about what you sell that cannot be written POSTAGE, tells how Send this ad and 50c.

POSTAGE, 18 E. 18th St., New York, N. Y.

The Standard Advertising Register is the best in its field. Ask any user. Supplies valuable information on more than 8,000 edvertisers. Write for data and prices.

National Register Publishing Co. Incorporated

15 Moore St., New York City R. W. Ferrel, Manager

cial window display posters; this sales plan to be followed quickly by a complete sampling, using six crews to do the job in record time.

The estimated cost of this program was twice what had ever been expended before in one year on this product. However, the president of the company was so favorably impressed with the logic of the diagnosis and the proposed plan that he ordered the program carried out at once. This was done. The sales the first year were just seven times the best former record, and the new brand became firmly intrenched in the Cleveland market. The company got back the cost of the advertising within the first year, and the brand was on a money-making basis. They gave the people what they wanted and did it better than their competitors.

The old saying that "Knowledge is Power" is shown clearly to be true, each day, in the realm of business. The trained executive who knows his business at first-hand is the one to whom the directors look when they have important decisions to make or a new president to elect.

#### The Mail Order House Gives the Retailer a Problem

[CONTINUED FROM PAGE 40]

and delivery services which are of real value to the consumer.

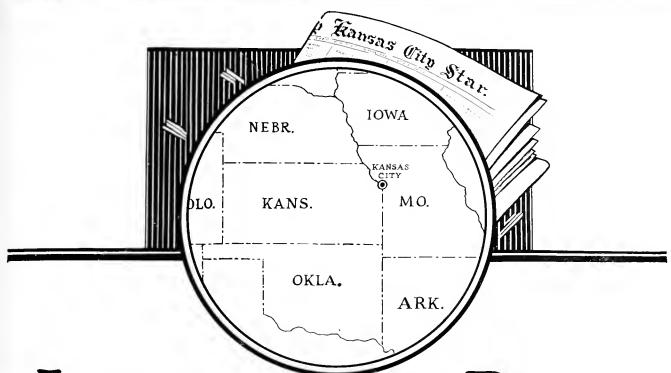
But the changing activities of the mail-order houses are by no means confined to the establishment of these large local outlets.

It was apparent from the first that, while the big department-mail stores would provide a powerful lever for the increase of the Sears-Roebuck and Montgomery-Ward sales generally, they did not by any means complete the chain of distribution which these companies expected to forge.

Another and very powerful link was added when, in August of this year. the Montgomery Ward Company opened the first of its "display stores" in Marysville, Kansas, a town of some 3000 population.

This store, a really new development in retailing, is little more than a glorified display window in which carefully selected items from among the most popular lines in the Montgomery Ward catalogue may be inspected. It is, of course, impossible to carry a complete stock in a small store of this nature, but the idea is to "sell" the public on the idea of dealing with the catalogue house and to provide a closer point of contact with customers in the surrounding territory.

Strictly speaking, the Marysville store, and the others which have since been opened, are not "stores" at all, but "merchandise displays," because, out of the 33,000 items in the Montgomery Ward catalogue, nothing is kept on hand for immediate delivery but



## Lowest Farm Paper Advertising Rate in America

THE Weekly Kansas City Star offers the lowest rate for farm paper advertising in America.

Likewise it offers the highest percentage of rural route subscribers of any farm paper in Missouri or Kansas.

A circulation three and one-third times greater than that of the largest weekly farm magazine published in Kansas!

A circulation two and threequarters times greater than that of the largest farm magazine published in Missouri!

That is why The Weekly Kansas City Star can sell more merchandise to farmers, at a lower cost, than any other publication.

Half-page or larger space in The Weekly Kansas City Star can be purchased for only 75 cents a line. This is a special low rate to users of space in either the daily or Sunday edition of the Star.

Think of it—a rural, paid-ina d v a n c e circulation exceeding 426,000 copies in the richest productive area in the world, at 75 cents a line.

Ask your advertising agent if it isn't the greatest farm paper advertising bargain in America.

## The Meekly Kansas City Star.

426,000 Copies --- 75c a Line

A speaker may have a wonderful message but fail to interest because of his poor delivery... Likewise, a piece of copy may be a masterpiece and yet fail to gain the audience it deserves because of poor typography



#### WIENES TYPOGRAPHIC SERVICE

INCORPORATED

203 West 40th Street, New York

LONGACRE 7034

Buildings
Carpeting
Windows
Heating
Plants
Chairs
Typewriters
Desks
Pews
Chancel

Furniture
Himeographs
Multigraphs
Stereopticons
Moving Picture
Machines
Books

Machines
Books
Printing
Record
Systems
Filing Systems

Safes

#### The Churches of America Spend Annually Six Hundred Millions of Dollars

Much of this money is spent for the items listed here. The best medium for reaching this great market is

### Church Management

The Winisters' Trade Journal

A non-denominational, non-propaganda magazine which goes to the responsible buyer in the church. No pious or lost circulation. Goes only to bona fide, paid-in-advance subscribers. Circulation and advertising sold only on merit

Information and Rates on Request

#### CHURCH MANAGEMENT

626 Huron Road

Cleveland, Ohio

#### Shoe and Leather Reporter

The outstanding publication of the shoe, lenther and allied industries. Practically 100% coverage of the men who actually do the buying for these industries. In its 67th year. Published each Thursday. \$6 yearly. Member ABP and ABC.

#### Topeka Daily Capital

The only Kansas daily with circulation thruout the state. Thoroughly covers Topeks, a midwest primary market. Olves real co-operation. An Arthur Capper publication.

Topeka, Kansas

automobile tires, tubes and batteries. The sole aim of the displays is to present merchandise to customers in a more appealing way than the most ambitious catalogue could accomplish and to give patrons an opportunity to examine, at first-hand, the quality of goods which they might be more or less reluctant to order merely from printed descriptions.

But another and very important function of these "display stores" is that of building Montgomery-Ward prestige in the community and keeping in close touch with former patrons, present customers and prospective buyers.

In the vicinity of Marysville, Kansas, alone there are reported to be some 10,000 persons who have made sporadic purchases from Montgomery-Ward during the past five years, and if the "display store" there can reestablish connections with only a portion of these it will have more than justified its existence as an innovation that will pay in the end.

O announcement has been made of the number of small stores which will be opened, but it is understood that the Chicago catalogue-house expects eventually to blanket the country with a chain of them which will extend from coast to coast.

It will be a chain of stores which bids fair to establish a new method of retail distribution and bring the parent company just that much closer to the

consuming public.

While Sears-Roebuck has not as yet adopted the "display store" idea, it has countered this move with what appears to be the first step in an active counter-offensive: the use of "field men," who travel about the country, calling on customers, discussing their problems with them, seeing that they have copies of the latest catalogues, getting their suggestions for merchandisc which they would like to see featured, and otherwise building up good-will for the mail-order organization.

These "field men" make no sales. They do not even fill out order blanks for patrons. But they do show customers how the blanks should be prepared, and, in a number of ways, aid in spreading throughout the country the gospel of "buying by mail."

Definite statistics on the work done by this corps of missionaries are not available, but officials of Sears-Roebuck & Co. declare that the results of their combined efforts have been "highly satisfactory."

All of these activities presage the dawn of a new era of competition for the local retail merchant—a new competition which can neither be ignored nor effectively combatted with old methods.

Plans must be laid and campaigns mapped out well in advance, otherwise these new-old competitors will step in and secure business which might have been and should have been permanently held by the long-established local or-

ganization.

General Outdoor Adv Co

# Are Durable

TWENTY-MILLION motor cars have revolutionized the lives and habits of one hundred and ten million Americans. We are becoming an outdoor nation. Changed conditions demand new advertising methods. Outdoor Advertising is the coming medium of America's Outdoor Age.

# General Outdoor Advertising Co.

One Park Avenue Harrison & Loomis Sts.

New York Chicago

Sales Offices and Branches in 44 cities

## Holiday Package Coverings that sell more goods



and beautiful colorings—Thousands of designs, shades and embossings—for every product—every season. Ask any Box Manufacturer—or send for the special Holiday Assortment of sample papers.

#### HAMPDEN GLAZED PAPER AND CARD CO.

HOLYOKE, MASSACHUSETTS

Export Office W. H. MILES 59 Pearl St. New York, N. Y

HAMPDEN GUZZEI	DATER &	CARD Co.,	Holvoke, Mass.
	me complete		
HAMPDEN	F.78C7 L.31	TER BOX (	OVERING.
\`ame		Poviti	on
Compan			
1ddress			
(ity,		Stite	

Sales Offices New York, N. Y. Chicago, III. San Francisco, Cal.

#### Sequence Telephone Service

O facilitate buying or selling by long-distance telephone, many business concerns now furnish the telephone people lists of those with whom they wish to talk more or less regularly. Long-distance calls filed in this way are known as "sequence calls," Tickets for each name are made in advance of the calling with all the information necessary. After such a list is filed it is only necessary, in the larger cities, to call the "sequence clerk" and ask to have calls made to those on the entire list or parts of it.

Calling by sequence usually starts early in the business day. A large fish dealer of the Fulton Fish Market, New York City, starts selling his product about 6.30 in the morning. There is keen competition in this business. On some calls the operator occasionally reports, "Refuses to talk." The dealer then knows that his prospect has already been sold and a connection would merely waste time and money. Speed, of course, is the first essential of satisfactory service to these dealers.

Wholesale produce dealers are another group who are extensive users of sequence service. Many of these firms have their calls coded by number. The "sequence clerk" at the long-distance office is called and a request made to talk on calls 1, 3, 5, 8, 11, etc. Talking can be started almost immediately. Assigning a code number to each ticket aids the operator, especially when calls are placed to persons or firms with such names as Cicolella, Karnofsky, Bergerhof, Aiello and Infusino.

Financial houses are regular users of sequence service in floating large issues of securities. Calls are made to banks throughout the country from Portland, Maine, to Seattle, Washington. A mid-western financial house in bringing out a new bond issue filed 47 calls. Of this number 45 were talked on, resulting in over \$82,000 worth of securities sold. -Nation's Business Magazine.

#### A Catechism for Advertising

[CONTINUED FROM PAGE 36]

outside the pale. When do they doff the royal toga and take the plunge? Come on in, the water's clean!

That makes the quota—twelve questions for the class today-and no answers will be considered correct.

I make no effort to justify these myopic attempts to scan the horoscope of advertising. I cannot be arrested for fortune-telling either, because I am merely playing with the cards for my own amusement.

Advertising, I am persuaded, is not merely drifting. There are assuredly plenty of keen-witted men thinking, quietly behind the scenes, upon these same riddles. What do they think?



I am a
Freelancer

- Can do
Layouts,
Lettering,
Designs &
Cartoons

IRVING
PINCUS
9 East 38th St. N. Y. C.
Telephone, Caledonia 9770

In Allentown (Pa.)

## THE CALL gained 14%

in total lineage in the first six months of 1926.

The Call leads in everything.

2

## The Allentown - Morning Call

Story, Brooks & Finley
National Representatives

"Ask us about Advertisers" cooperation"

DISPLAY advertising forms of Advertising and Selling close ten days preceding the date of issue.

Classified advertising forms are held open until the Saturday before the publication date.

Thus, space reservations and copy for display advertisements to appear in the November 3rd issue must reach us not later than October 25th. Classified advertisements will be accepted up to Saturday, October 30th.

#### Walter Reed Jenkins

#### In Memoriam

ACK in 1882 there was born in Philadelphia a man child who was christened Walter Reed Jenkins. In later years he became known as Walter Jenkins, and he entrenched himself so strongly in the affection of the people he knew that very few ever called him more than Walter.

Some twenty-two years ago he came to New York and noticed an advertisement stating that W. H. Gannett, publisher of Comfort Magazine, Augusta. Me., wanted a young man to represent them in New York. Walter did a typical thing with this advertisement:



Clipping it, he pasted it on a sheet of paper on which he wrote a letter to Mr. Gannett to the effect that if what he wanted was a bright young man who was six feet tall, possessed of good health, could eat three meals a day and drink occasionally, smoke when he felt inclined, and could work twelve or twenty-four hours a day as occasion required, that young man was to be hired, and his name was Walter R. Jenkins. That letter started a business acquaintanceship which very rapidly ripened into one of the strongest friendships that the world has known.

Walter Jenkins was, among all of his many fine traits, loyal; loyal to his employers, loyal to his friends, loyal to the advertising business which he served so long and so ably. Prominent in the affairs of the Advertising Club and in the Publicity Lodge No. 1000 F. and A. M., he numbered among his friends prominent advertising men in all parts of the country. His sudden death on Sept. 30, while playing golf at the Westehester-Biltmore Country Club, was a matter of great regret to his family and many friends. Walter, however, died doing what he loved best in this world; playing golf. He will be missed, but his memory will last for a long while,

## How Advertising Men Keep Posted

No longer is it necessary to consult many sources for the news of advertising.

#### READ THE NEWS DIGEST

Changes in Personnel New Advertising Accounts Publication Appointments Changes in Advertising Accounts

Changes in Address Are all reported in The News Digest

The News Digest bound as a separate section at the back of this issue will keep you up to date on all changes.

If you are not receiving Advertising and Selling regularly the attached coupon makes it an easy matter for you to get each issue.

One Year's Subscription (Including the News Digest) \$3,00

ADVERTISING AND SELLING 9 East 38th St., New York

Please enter my subscription for one year at \$3.00.

☐ Check Enclosed

☐ Send Bill

Name

Position

Company

Address

City

State

Canada \$3.50

Foreign \$4.00 A-8-10-20



THE. PLAIN DEALER HAS THE BUYERS

# The Front Door **225,227**

average paid circulation of the Morning Plain Dealer for 6 months ending September 30, 1926

For 85 years The Plain Dealer's circulation has represented the only type of home-contact that builds business through newspaper advertising. A newspaper that enters the home as other friends do, through the front door—that stays there because it's a decent friend to the seniors and a clean and wholesome one to the juniors.

Because most folks are clean-minded and like attracts like, The Plain Dealer now has the largest and most responsive circulation in its history—225,227 on week-days and 263,431 on Sundays, a seven-day average circulation of 230,655.

The 230,655 families reading the Daily and Sunday Plain Dealer form the Largest Single Buying Group between New York and Chicago. They spend or save 600-millions a year.

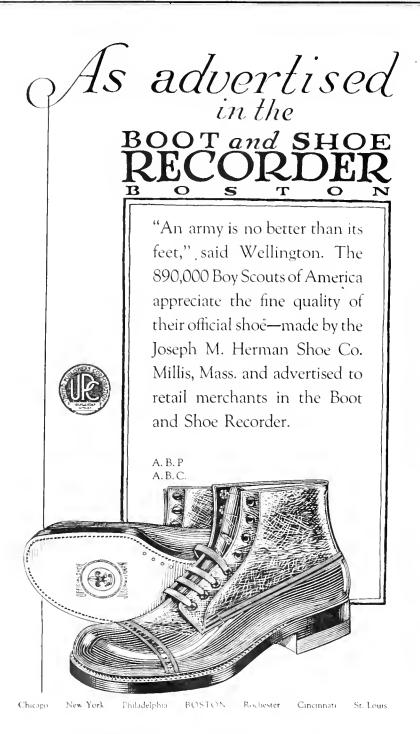
Merchants and manufacturers may enter the front door of these 230,655 homes—may stay there and get their share of the 600-millions there disbursed every year—through advertising in The Plain Dealer—Cleveland's Master Salesman.

## 263,431

-average paid circulation of the Sunday Plain Dealer for 6 months ending September 30, 1926

## The Cleveland Plain Dealer in Cleveland and Northern Ohio-ONE Medium ALONE one Cost Will sell it

J. B. WOODWARD 110 E. 42nd St. New York WOODWARD & KELLY 350 N. Mich. Ave., Chicago Fine Arts Bldg., Detroit R. J. BIDWELL CO. 742 Market St., San Francisco, Cal. Times Bldg., Los Angeles, Cal. R. J. BIDWELL CO. White Henry Stuart Bldg. Seattle, Wash.







#### Stealing Second Base

[CONTINUED FROM PAGE 24]

upon to advance the advertisement toward second base. First may be listed pictures which possess news interest; photographs that tie the copy with some big current event. The second classification will include pictures which, from the standpoint of subject and posing, are out of the ordinary. The illustration of asbestos rock fiber. shown in the Johns-Manville advertisement which accompanies this article, may be taken as typical of such treatment.

Readers like to see pictures. Response to pictorial appeal begins in childhood and is never lost. With a better understanding of this, advertisers will find their illustrations a reliable way to catch the public's eye.

And what applies to photography applies with equal force to the work of artists.

Next among factors that help steal second is the headline.

Headlines can whisper or shout. They can command or plead. They can interest or bore. What their effect will be depends upon two things; the message they embody and the way this message is told.

NDER Dana, the old New York Sun set a pace for newspaper headline writing which has probably never been equaled. Dana's headline writers were students of psychology. They were masters in the choice of words. They wrote with their free hand, holding the pulse of the reading public.

Humorous at times, scathing, pertinent; their headlines sank home and got under the skin. Readers often winced; they often laughed; they often experienced shock; but always they sat up and took notice.

How many advertisement headlines can say as much? And yet, advertising is knit even more closely to reader's interest. Technical advertising especially must be based on an intimate understanding of the reader's problems, and a desire to solve these problems. Hence the need for headlines of strength that carry a message of real interest; that awaken the reader to an appreciation of the fact that the advertiser is offering him an opportunity to reduce expenses, increase production and greatly improve his methods

These, then, are the means by which bases are stolen: layout, illustration, and headline; but to arrive at the home plate the runner must keep moving. The points covered in this discussion constitute the sprint; the burst of speed that gets the jump on the other fellow. Copy text, however, must supply the momentum. Your self-starter may turn the flywheel of your automobile, but the engine must be in working order if it is to run the car

# THE ALL-FICTION FIELD IS ALL-AMERICA

"Who reads the sixteen magazines that make up the All-Fiction Field?"

The only adequate answer to that is to be found in the latest U. S. Census reports.

Through all that great cross-section of America living upon and above the "comfort level" you will find the 13,000,000 men and women who read the "All-Fiction" magazines.

With them the love of Romance is the least common denominator.

When your sales message is placed in the pages of these magazines it lies directly in the path of their least sales resistance.

What better time to come to your prospect than when his imagination is stirred, his senses quickened, his emotions aroused?

2,780,000
Members Audit Bureau of Circulations

All-Fiction Field

Magazines of Clean Fiction

## Try

F "System" is to be believed —and 1 have no grounds upon which to base any suspicion that it is not—both Henry Ford and Thomas Edison advise us not to fail to try just because some one has already tried and failed.

A right royal sentiment.

How many times have we been deterred because we knew. or because somebody warned us, that "it could not be done"!

Seven or several, in my case. I confess.

But, all the progress in all the world has been accomplished by the ones who have taken a chance.

In the realm of advertising. those who are willing to try are not so numerous as one would suppose. There is a vast deal of sticking closely to the well known and justly eelebrated beaten path.

I guess this is because the business of advertising, itself, is so uncertain and hazardous. We're not anxious to take any more chances than we have to.

But, good gracious, need we stick forever to the ox carts? Ox carts are not one whit less useful than they used to be. But more comfortable, expeditious and efficient conveyances have long since been devised.

I have pondered this question a great many times because I have run into this unwillingness to try so often.

a. R. Maujev. INDUSTRIAL POWER 608 So. Dearborn Street Chicago, Ill.

(adustria, Power is in its seventh and in t successful year. It can hardly be aid to have reached the ox cart age yet. But, it has aged enough to justify its use y all except the most extreme adherents to the beaten path. And we are happy to ay that a steasily increasing number of advertisers is making use of its columns.



#### The Law of Diminishing Returns

It must be all of ten years ago that one of the chain grocery companies opened a store in my neighborhood. It was, the manager told me, the first store his company had established in a high-class residential section. For which reason, he said, the owner was somewhat fearful of the outcome.

The venture was a success—so much so that, within a year, the store was so crowded that the salesmen could not wait on customers as promptly as

should be the ease.

I am inclined to believe, however, that the law of diminishing returns is beginning to assert itself; for this store which used to be jammed with buyers is, I am sure, not doing anything like the business it did. To save a few pennies, the average housewife is willing to put up with a certain amount of inconvenience. But there is a limit beyond which she will not go. To try to do too much business in too small a space will drive away customers just as surely as will unreasonably high prices.

#### "You're Scotch, Aren't You?"

1 got into an argument the other day. To make a point which I felt I should make, I quoted certain facts and figures which, it seemed to me, were unanswerable. As a matter of fact, they were; and the argument should have ended right there. It did not. For the other fellow came back at me with, "Yon're Scotch; aren't you?"
"Yes," said I. "Oh, well!" said he, and he waved his hand and grinned.

He had me. But I have been trying ever since to figure out what I should have said in reply.

#### Everybody Isn't a Flat-Dweller

New Yorkers—advertising men, particularly-ought to get away from New York often enough to have it brought home to them that everybody in the United States does not live and think as they do; that, after all, the percentage of Americans who live in apartments, travel on the Subway, cat most of their meals in restaurants and patronize night clubs is negligible.

Strange as it may seem, there are

tens of millions of Americans who have never been in New York and aren't a bit interested in what goes on there. Millions more regard a dollar as real money and are of the belief that \$25 a month is as much as any man should pay for house rent. What is more, these people are neither fools nor paupers. They are the backbone of America. Without them, New York and every other big city in the United States—would not be.

#### Wake Up, Florida

Even the most vocal of Californians will hardly claim that the California grape-fruit is all it might be. And I, personally, am of the belief that Floridians are telling the truth when they say that Florida oranges have "more juice" than any others-meaning those of California, of course.

Yet, in the matter of preparing their products for the market, Californians put it all over Florida. California grape-fruit, though they may not be anything like so good as Florida's, look better. They are clean-they appeal to the eye. Same way with oranges. Whether or not the California orange is better than that of Florida, you can be quite sure that it looks better.

#### "This Wild Bohemian Life"

Half a dozen Vassar girls landed in New York, one morning last June, after an all-night boat-trip from Poughkeepsie. Desperately hungry, they went to the nearest Childs' restaurant for breakfast. To most of them, it was not a new experience. But one, the petted daughter of a Pittsburgh multimillionaire, was thrilled by it. In a voice that shook with emotion, she told her companions that she "just loved this wild Bohemian life.'

#### Demos is King

Every time I travel I am struck by the fact that a great change has taken place, in recent years, in the class of people who are my fellow-passengers. Twenty years—yes, even fifteen years -ago, sleeping car passengers were, for the most part, men and women whose dress and demeanor indicated that they were of what we used to call the "upper classes." That is true no longer. The men who ride in sleeping cars, nowadays, are oftener than not of the sort who before the war would be found in the smoking car; and lucky to be there.

It is another manifestation of the ascent of the every-day man.

JAMOC.



## When the Tadpole Comes Into His Own

For a long time he hugs the shallow waters near the shore. He has no legs to stand on, no dignity of being, not even the voice to assert himself in the affairs of the old pond. Then, almost overnight, his legs appear, his appearance bespeaks dignity, his voice develops—he comes into his own.

So with the youth of today. Suddenly he discards his short trousers for long ones, ventures out away from the shallow waters of home supervision, takes on a dignified appearance, forms his buying habits and asserts himself in the affairs of the household.

Your message in The Youth's Companion will reach 275,000 (ABC) of these men-of-tomorrow while they are still receptive, eager to be shown and anxious to be served. Take advantage of this great change—sell them on the quality of your product now—for tomorrow they come into their own.

Rates Advanced \$100 a Page on October 1st BUY ON A RISING TIDE

#### THE YOUTH'S COMPANION

8 ARLINGTON STREET One Hundred Years Young

BOSTON, MASS.

An Atlantic Monthly Publication

#### I BELIEVE

In exploring an untried world for those who dare

In versatility of style and technique

Intoday's tendency towards new rhythms

In dramatizing simplicity



#### After working for a limited group:

Belding's Brokaw Brothers Park & Tilford

Dunhill's Gunther's Continental Tobacco Co.

and others here and abroad

I have opened a studio at 270 Madison Avenue



Caledonia 7315

DRAWINGS PICTORIAL CAMPAIGN KEYNOTES VISUALIZATION

## Brevity Is the Soul of Wit

DUT who would be so bold as to say that it is the soul of salesmanship? "The only trouble with that advertisement," said a busy executive, "is its length."

He had originated the proposition which it explained in detail, and he knew all about it. For the moment he had seemingly forgotten that the proposition was an absolutely unknown idea to the prospects for it, and he failed to realize that if he wanted to sell them on it, he would have to explain, show and convince them of its value.

Men who have acquired a knowledge of a product by investigation or ownership, and who are not in the market for it when they see the advertising, may feel that an advertisement giving sufficient information for those unacquainted with the product to make a decision, is too long.

But reverse the case. Suppose that one of these same men suddenly comes into the market for the product. Either he has never used it, or if he has, he expects that improvements have been made in it, and he wants to know what they are.

Suppose he finds an advertisement, then, giving all the facts necessary to induce a purchase of the product by a stranger to it. Is it not unlikely that he will make the charge that the advertisement is too long?

Do we say to a salesman, "Your selling talk is too long"? Do we say, "Cut your sales talk one-half"? Do we say, "You should be able to tell your story to a prospect in a hundred, or a thousand or five thousand words"?

No, we do not lay down arbitrary rules like that because it would seriously handicap the salesman. He must tell enough about the product, and show enough evidence, on which to secure favorable action on the part of the buyer.

Use brevity in a classified advertisement, which buyers seek. Use brevity when a prospect is no longer a prospect but a buyer, and simply wants his order written and terms arranged. Use brevity when you are merely an ordertaker, keeping a retailer supplied with the firm's products from day to day, from week to week, etc. But where the sales story, and not just service, must be given, the necessary time, labor and space should be used to present all the facts.

Your advertising should be a definite part of your selling work. It should attract attention, arouse interest, create desire, and induce action. To accomplish these things, you must use enough words to tell your complete sales story.

The advertisement which contains your complete sales story, giving interest and desire—provoking facts and citing action-producing evidence, will also serve the purpose of getting repeat orders from old and loyal customers, of



## Bring your Product and these people into closer bonds of friendship

St. Louis' Largest Daily Knows These People—Serves Them Well -and Offers You Reader-Influence That Will Help Build Sales

The St. Louis Globe-Democrat is broadening the circle of friends of advertised products in The 49th State.

. . Introducing new products to purchasers . . . cultivating brand preferences for advertisers . . . turning advertising dollars into dollars of profit.

The Globe-Democrat occupies a unique position in The 49th State-one of America's greatest markets. In addition to being the only metropolitan morning newspaper published in this rich area, it has made itself an indispensable part of the daily life of these people.

Rich in good will of its own, its tremendous reader-influence can build good will



#### Home Builders' Pages

All the latest and best news about home building, plans, construction, materials and financing. Throughout The 49th State are new homes which have been built from plans furnished by The Globe-Democrat.



Recognized as one of the most complete and comprehensive literary reviews in the West. News and reviews of authors and their latest works.



The outstanding leader for financial news. The Globe-Democrat regularly carries more financial advertising in the St. Louis market than all other St. Louis newspapers combined.

#### The 49th State Food News

A determining factor in grocery sales in St. Louis and The 49th State, where more than 13,800,000 meals a day are consumed. From two to four pages of food news regularly every Friday.

#### Radio Pages

The favorite with radio fans. Ine tayorite with radio tans. Up-to-the-minute pages that are widely read. In reply to a questionnaire sent to radio dealers in The 49th State, 93% of those who answered state that The Globe-Democrat helps them to sell goods.

#### Women's Pages

Fashions, photos, teatures, fiction and recipes, with the added feature of The 49th State Food News every Friday. A wealth of news and information which the women of The 49th State enjoy.



#### Gravure Section

On Sunday one of the most beautifully printed Gravure sections in America. Always eight pages. Always clear. And always the best. Read by every member of the family.



#### Magazine Section

A regular section of the Sunday Globe-Democrat. Blue Ribbon fiction by the best contemporary writers. Featu for children. Special feature stories.



#### Resorts, Hotels and Travel

The monitor of the people of The 49th State. The Globe-Democrat carries far more Resort, Travel and Steamship ad-vertising than any other two St. Louis newspapers combined.



The car owners' guide in St. Louis and The 49th State. The 49th State Tour Club, with more than 9,000 members. is conspicuous evidence of The Globe-Democrat's strong reader interest among motorists. For years has carried the bulk of passenger car display advertis-

Ask the nearest Globe-Democrat representative to give you the facts obout The 49th State, or write us di-State, or write us aircet. Executives interested in this great market should avail themselves of the assistance The Globe-Democrat offers thru its Saguica and Proits Service and Pro-motion Department and the Research Dirision.







#### Globe-Democrat The 49th State

The Newspaper of

Advertising Representatives

CHICAGO

360 N. Michigan Blvd.; Phone: State 7847: Guy S.
332 So. La Salle St.; Phone: Wabash 277
Charles H. Ravell, Financial Advertising Osborn, Inc.

NEW YOHK
Room 1200, 41 Park Row
Phone: Cortland 0504-5; F. St.
J. Richards
SAN FIRANCISCO
First National Bank Building
C. George Krogness

DETROIT
3-241 General Motors Bldg.
Phone: Empire 7810
Jos. R. Scolaro
LONDON
Oorland Agency, Ltd.
16 Regent Street, S. W. 1

## Ideas That Struck Fire

A new client put it up to our directmail advertising department to plan and dummie up a de luxe book for an exceptionally high-grade product.

Both plan and dummie were unanimously approved by a discriminating board of directors, without the dotting of an "i," or the crossing of a "t." And one director exclaimed, "Well, that is just what we have been looking for all these years and now we've got it."

Over a recent week-end we laid out and dummied up a Florida farmland prospectus. Again we struck fire the first time, our idea eliminating all competition for the printing.

Just two incidents which show that the new Isaac Goldmann direct-mail advertising department already stands shoulder-high to its fifty-year old printing department companion.

Perhaps we can give rou a "striking" idea. No obligation to find out.

#### ISAAC GOLDMANN COMPANY

Established 1876

Worth 9430 80 Lafavette Street New York keeping your trade-mark before your customers, and of letting your friends know that you are still at the same stand. You need not be brief simply to gain these objects and thereby miss the fact-seekers, of which there are always a large number.

It is seldom, if ever, that we find a man insisting on brevity in presenting a proposition by the direct mail route. Here it is usually agreed that nothing short of the complete story, all the facts, will suffice.

Publication advertising is more productive of results in selling work when it explains, shows, convinces and persuades, as the right kind of direct mail

advertising is doing.

Recite your sales story in your advertisement-pack it full of facts and proofs. If doing so makes the advertisement long, let it be long. It will sell the man who reads it, and the number of readers will be in proportion to the attention you attract by the layout, art and typography.

Reprinted from The Day's Work, published by the Proctor & Collier Company.

#### Aren't We Overdoing the "Fictional" Testimonial?

CONTINUED FROM PAGE 27

ishment of a meat loaf, and the quality of a sweater that, out of the goodness of his heart, he sat down and wrote the manufacturers of his enthusiasm.

Do you believe that Julia Hoyt or Billie Burke expressed their approval of pipe-smoking men without solicitation? Or that Alice Longworth took her pen in hand and wrote the manufacturer of her favorite beauty cream, that it suited her and that they might tell the world through the medium of their advertisements?

The atmosphere of genuineness in this sort of copy depends upon: (1) the naturalness of the statement; (2) the probability of the personality's having had actual experience with the product (would you naturally regard the person as a user of it?); (3) the manner in which the testimonial is presented in the advertisement.

In a single issue of Liberty were two double spreads based on the testimonial appeal; a competition between personalities rather than products. Certain canny employers of celebrities circularize advertisers with offers of the use of their prominent names. Possibly this is progress toward the simplification of copy writing; it reduces it to a formula. Possibly this general use of testimonials does not imply lack of originality. Possibly it is a fad that is passing. Possibly, even, readers read every word of them, believe them, and hasten to act on the suggestions they contain. At any rate, it is a characteristic of today's advertising worthy of comment. What period of advertising fashion will follow?



## Far from Winter Winds \ North Africa of Magic Beauty

A new playground of ancient splendor and modern luxuries Only nine days from New York

Away from snow and sleet . . . far from the stress of life . . . there is a magic land curved round with an amethystine sea. Exotic perfumes are incense to the imagination. Vivid colors are banners of a brilliant tropical beauty. Sinuous and subtle, shrouded figures bring back the fascination of the stories of Scheherezade. It is the new playground of smart Continentals . . . North Africa!

Fifty-seven days . . . a de Luxe trip, including the crossing of the Mediterranean, a private automobile, luxurious hotel accommodations . . . for \$1450. With shorter trips arranged . . . such as a ten day itinerary for \$120.

"The longest gangplank in the world" will take you to this land of mosques and minarets . . . palms and mimosas . . . limitless desert sands and cities carved in beauty. De Luxe French Liners, the Paris and France, go to Plymouth, England . . . then Havre, the port of Paris.

One-Class Cabin Liners sail direct to Havre. No transferring to tenders. Down the gangplank to a waiting train. Paris in three hours... the Riviera over night... North Africa just a day across the Mediterranean... with its 31 famous Transatlantique hotels... and thousands of miles of macadam roadway.

## French Line

INFORMATION FROM ANY FRENCH LINE AGENT OR TOURIST OFFICE. OR WRITE DIRECT TO 19 STATE STREET, NEW YORK CITY

#### \$1.50 per dealer Questionnaire 75 cents per consumer Ouestionnaire

Here is a service-covering the entire U. S. as standard as Dun's or Bradstreet's. Why pay hotel and railway bills for travel? We have 220 cities and towns covered with ucal, resident investigators

Make use of this service it is ansurpassed for brass tack merchandising analysis,

#### The Business Bourse

I. George Frederick. Pres. 15 W. 37th St. (Wisconsin 5067) New York In London, Business Research Services, Ltd.

THE JEWELERS' CIRCULAR, New York, has for many years published more advertising than have seven other jewelry journals combined.



V.B.P. and A.B.C. Published Twice-a-month

Bakers' Helper has been of practical Bakers' Helper has neen or particle service to bakery owners for nearly 40 years. Over 75% of its renders renew their subscriptions by mall

131 S. DEARBORN CHICAGO, 1LL, York Office DEARBORN ST.,

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Advertising and Selling, published bl-weekly, at New York, N Y, for Ortober 1, 1926. State of New York, County of New York, ss.

Before me, a notary public un and for the State and county aforesaid, personally appeared M. C. Robbins, who having been duly sworn according to law, deposes and says that he is the Publisher of the Advertising and Selling, and that the followine is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc. of the aforesaid publication for the date shown in the above cartion, required by the Act of August 24, 1942, embodied in section 441, Postal Laws and Recolations, printed on the reverse of this form, to will.

August 24, 1942, embodied in section 414, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the manes and addresses of the publisher, editor, managing editor, and business manager are:
Publisher M. C. Robbins, 9 East 18th Street, New York, N. Y.
Editor, Prederlek C. Kendall, 9 East 38th Street, New York, N. Y.
Manuging Editor, None
Rustness Manager, J. H. Moore, 9 East 38th Street, New York, N. Y.

2. That the owners are: (If owned by a corporation, its name and address must be stated and also minimediately thereunder the names and addresses of stock holders owning or holding 1 per cent or more of the total around of stock). Very trick of Street, New York, N. Y.

Frederlek C. Kendall, 9 East 38th Street, New York, N. Y.
Robert R. Updegraff, Starsdale, N. Y.

The stockholders of Ambiated Publications are: M. J. Robbins R. W. M. Street New York, N. Y. J. Robert R. Updegraff, Starsdale, N. Y.

The stockholders of Ambiated Publications are: M. J. Robbins R. W. M. Street New York, N. M. J. Robbins R. W. M. Street New York, N. M. J. Robbins R. W. M. Street New York, N. M. J. Robbins R. W. M. Street New York, N. M. J. Robbins R. W. M. Street New York, N. M. J. Robbins R. W. M. Street New York, N. M. J. Robbins R. W. M. Street New York, N. M. J. Robbins R. W. M. Street New York, N. M. J. Robbins R. W. M. Street New York, N. M. J. Robbins R. W. M. Street New York, N. M. J. Robbins R. W. M. Street New York, N. M. J. Robbins R. W. M. Street New York, N. M. J. Robbins R. W. M. Street New York, N. M. J. Robbins R. M. M. Street New York, N. M. J. Robbins R. M. M. Street New York, N. M. J. Robbins R. M. M. Street New York, N. M. J. Robbins R. M. Robert R. M. Robbins R. M. M. Robert R. M. Robert R. M. Robbins R. M. Robert R. M. Robert R. M. Robbins R. M. Robert R. Robbins R. M. Robert R. M. Robert R. Robert R. Robert R. M. Robert R. Rob

Affiliated Publications, 9 East 38th Street, New York, N. Y. The stockholders of Affiliated Publications are M. C. Robleton, 9 East 38th Street, New York, N. Y. L. H. Moste, 9 East 38th Street, New York, N. Y. L. H. Moste, 9 East 38th Street, New York, N. Y. L. H. Moste, 9 East 38th Street, New York, N. Y. L. H. Moste, 18 East 38th Street, New York, N. Y. L. H. H. Moste, 18 East 38th Street, New York, M. H. L. L. H. H. Moste, N. Y. L. H. L. H. H. Moste, 18 East 38th Street, New York, N. Y. That the known four-fluidler, mortuagees, and that security holders owning or holding 1 per cent or one of total number of bonds, mortgages, or offer willess are: (If there are note, so state.)

or the are: (If there are none, so state). None.

That the two paracrapts next above, gixture the sear of the owner, stockholders, and security holders and security holders are none, so state by any contain not only the list of stockholders and security holders are the search plant also, in cases where the stockholders are one party holders appears upon the books of the company but also, in cases where the stockholder are entire holder appears upon the books of the company trustee or in any other fibricary relation, the many trustee or in any other fibricary relation, the many trustee or in any other studied visual waveful on the trustee is in, its given; also that the state of the circumstances and conditions under which their objects and security holders who do not appear upon to books of the remnany as trustees, hold stock and securities in a capacity other than that of a hora fibrical cover, and this affiant has no reason to believe that also other person, association, or cornoration has any interest fibrical control of the control of the control of the securities than as a stated by him.

Sworn to and substitled before me this 28th day of September, 1926.

CHRISTIAN J. MULLER (My commission expire March 20, 1927.)

(Seal) CHRISTIAN J. MULLER (My commission expire: March 20, 1927)

## A Nice Booklet But Who Wants It?

[CONTINUED FROM PAGE 32]

is almost a lifetime's job.

especially through the medium of society and rotogravure supplements, a society atmosphere around a resort) it sells more tickets than any other form travelers to get the handsome illusof them acquire it by personal contact. As Mr. Goff says, "there is limited di- lines in close touch with the inquirer. rect inquiry for them." In other words, the number of mail inquiries compared with the number of counter inquiries where an organization such as a civic tourist bureau maintains no branch offices corresponding to the city ticket offices, which the railroads throw across the country in a chain, it must necessarily seek other channels of distribution such as the hotel folder-rack services mentioned.

many results. On the contrary, the experience of all agencies engaged in transportation tends, I think, to demonstrate that the highest percentage of advertising waste is found in sending out on a wholesale basis a large number of folders to people who have not requested them. The sum of the matter is that the travel customer cannot be sold until he is in the mood to travel. Railroad Row, and gets swamped with the folders of the C. X. and Y., the K. P. R., the Big Five, and so on; and under those circumstances, the catalogues of the lines which are not finally selected might seem to be waste effort.

But, as a matter of fact they are not wasted if they do induce the customer to travel; he is still kept within the scope of the industry, whereas if he bought a radio or something else with the money, they are all wasted. Each competitive folder thus plays an important part in a huge institutional campaign in creating and holding traffic, whether for its own system or for a rival's and it is a fair bet that if the customer who shops around finishes amount of business at every counter. upon the individual.

minded to make his decision at once, rather than a locality-and the local To "See America First." he perceives, folder, advertising a destination rather than a route, suffer from the disad-And the travel folder is the back- vantage of not usually appertaining, bone of travel advertising-of travel, or appertaining only incidentally, to that is, for recreation. With the pos- the initial carrier. They are supplesible exception of press-agentry (which mentary to, or extensions from, the in the travel field consists in building, main paths of tourist travel. For example, so long as the resorts of the Pacific Coast look for their main tourist traffic to the regions east of the Rocky Mountains, a booklet about of publicity. The entire purpose of Tacoma only, or about the Pacific space advertising is to induce potential Highway only, can never exercise the same influence in primary routing as trated booklet; and the vast majority the folders given out at the first point of contact by one of the great trunk

BUT within the limits of the customer's routing, time limit, and is proportionately very small, and stopover privileges, such local folders do influence a vast amount of traffic. On the Pacific Coast-to confine ourselves to this one instance—there is a great deal of extension traffic; one picks up. for example, from a hotel rack in Seattle a booklet about Vancouver, and often one goes to Vancouver as a result if the trip looks sufficiently attractive. Nor does a direct mailing bring Rubber-neck wagon trips are sold very largely upon folders, and a tremendous amount of hotel business is also influenced-particularly in unfamiliar territory such as the Pacific Coast-by folders picked up casually from the folder rack in another city. The various rack and table distributing services mentioned by Mr. Goff provide an easy method of reaching the traveling public while they are actually When he is, he goes "shopping" on traveling, and because of that are very consistently supported by the transportation companies.

For such rack services a charge is made, usually on a yearly basis, payable in instalments. For a transportation company they are useful chiefly when it has no office of its own in that city. But, on the other hand, any organization which sells transportation or hotel accommodation without actually owning the plant-in other words. a tourist agency such as Thos. Cook & Sons-will always distribute advertising literature provided it receives commission on business produced.

The Pacific Coast communities and organizations are bears on issuing folders; but no one can guarantee that every bullet in advertising will reach at a rival ticket counter, that same its-or, in fact, any-billet. There process eventually brings in a certain may be "a terrific waste" in this distribution, but while advertising has Increasing business for the industry made Americans the most traveled race generally always has a reflex action on earth, it has not yet discovered a means of making them respond to the The hotel folder-advertising a hotel first printed appeal, and to that alone.

# Women's Wear dominates

#### The three previous advertisements have shown

- 1. That the total DAILY circulation of Women's Wear is 29,734 and the total WEEKLY circulation of the Dry Goods Economist is 13,968.
- 2. That the total DAILY retail circulation of Women's Wear is 14,284 and the total WEEKLY retail circulation of the Dry Goods Economist is 12,548.
- 3. That in New York State—incomparably the greatest apparel, accessory and fabric market—the DAILY retail circulation of Women's Wear is 5,333, and the entire—manufacturing, wholesale and retail—WEEKLY circulation of the Dry Goods Economist is 1,636.

The supremacy of Women's Wear is italicized by the fact that Women's Wear circulation is rigidly a full-paid-in-advance circulation—no premiums, no cut rates for bulk or time subscriptions, no inducement of any kind or description whatsoever except the value of the paper.

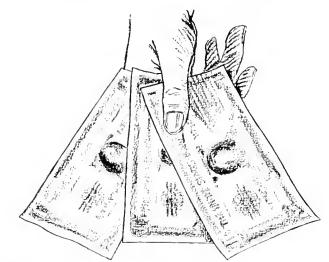
The supremacy of WOMEN'S WEAR service in every branch of the women's apparel, textile, accessory and kindred trades—retail, wholesale and manufacturing—is not questioned by any informed and impartial person.

## Fairchild Publications

8 East 13th Street

New York

18 Branch Offices in the United States and Abroad



## Three Dollars-

What does it represent? Dinner at "Twin Oaks"; a ticket for a show (one); a lavender necktie, or:

A year's subscription to Advertising & Selling, the magazine of the new tempo in business. Three dollars will bring it to your desk—twenty-six times a year -replete with the mature judgments and ripe opinions of the recognized authorities in the advertising and selling world.

Spend three dollars to advantage. Clip the attached coupon now and mail it to us with your check.

ADVERTISING AND SELLING  O East 38th Street, New York City	Canadian, \$3.50 Foreign, \$4.00
Enter my subscription for one year.	
Check for \$3.00 is enclosed.	Send bill and 1 will remit promptly.
Name	Position
Address	Company
City	

#### Simmons-Boardman Buys "Railway Review"

A DEVELOPMENT of far-reaching importance in the business paper field comes to light with the purchase by the Simmons-Boardman Publishing Company, New York, of the capital stock of the Railway Review. This periodical, which has been published weekly in Chicago since May, 1868, has long been the leading competitor of the Simmons-Boardman Railway Service Unit, which includes Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer, Railway Engineering and Maintenance, and Railway Signaling. Beginning Jan. 1 the newly purchased publication will be incorporated with Railway  $Ag\epsilon$ .

When interviewed on the subject of the merger, Colonel E. A. Simmons, president of the company, had this to

say:
"This consolidation has been inevitable for some time. The Simmons-Boardman Unit has expanded as railroading has expanded, buying and merging publications as occasion has warranted to cover each of the various phases of the industry. The policy of the Railway Review has been to cover all the departments of railroading between the covers of a single issue, which has become increasingly difficult as the industry has become more highly specialized.

"What will be the significance of the consolidation in the railway field? Simply that our company will now be able to do still bigger and better work.

"While the elimination of competition has simplified our problems, nevertheless, it is now up to us to produce correspondingly greater results. It is furthest from our minds to sit back and view ourselves complacently as monopolists."

#### Art Centre Holds Exhibition

The Sixth Annual Art Exhibition, consisting of the work of the seven societies that compose the Art Centre, is now taking place at the Art Centre, Inc., 65-67 East Fifty-sixth Street. New York. These societies are: The New York Society of Craftsmen; The American Institute of Graphic Arts; The Art Directors Club; The Art Alliance of America; The Pictorial Photographers of America; The Society of Illustrators, and The Stowaways.

The exhibition includes an exhibit of prints and printing methods; work by Gordon Aymar of J. Walter Thompson Co., Inc., Rene Clarke of Calkins & Holden and Edward Molyneaux of Newell Emmett, Inc., all of New York. The Society of Illustrators is showing playtime work which includes etchings. oils, ship models and fancy boxes which Tony Sarg contributed. Aside from these exhibits there are pen and ink drawings by John Taylor Arms, portraits in black and red chalk by Constance Curtis, and pencil sketches by Jane Peterson.

## OLUMB

The Largest Catholic Magazine in the World

THE Glastenbury Knitting Company, Manufacturer of the famous Glastenbury Knit underwear, holds the friendly regard of Knights of Columbus families as one of the oldest and most consistent advertisers in COLUMBIA.

Starting more than fifteen years ago in "The Columbiad," the fraternal organ from which grew the present general-interest magazine COLUMBIA, the merits of Glastenbury products have been set forth to our readers in a schedule of advertising each year.

During that period the number of Knights of Columbus families has far more than doubled. Now the Glastenbury Knitting Company participates in the loyalty and receptiveness which COLUMBIA inspires in three-quarters of a million homes.



REG. U.S. PAT. OFF.



REG. U.S. PAT. OFF.

"More Than Seventy Years of Reputation"



Returns from a questionnaire mailed to subscribers show that COLUMBIA has more than two and one-half million readers, grouped thus:-

1,211,908 Men Women 1,060,420 Boys under 18 249,980 Girls under 18 244,336 TOTAL 2,766,644

# The Knights

Publish, print and circulate COLUMBIA from their own printing plant at New Haven, Connecticut

Net Paid

Twelve months average, ended June 30th 1926

Eastern Office D. J. Gillespie, Adv. Dir. 25 W. 43rd St. New York

Western Office J. F. Jenkins, Western Mgr 134 S. La Salle St. Chicago

#### Arthur Henry Co., Inc.

Designers and Producers of Distinctive Direct Advertising

1482 Broadway, New York

Telephone BRYANT 8078



Leaflets Folders

> Broadsides Booklets

> > House Organs Catalogues

> > > Copy Writing Illustrating

Engraving Printing



Write for Booklet-"Direct Results"



#### Seeing the Foreign Agent Through

USINESS moralizers frequently quote "The customer is always right," a slogan adopted some years ago by one of our largest and most successful retail merchants to guide his staff and salespeople in their dealings with his customers. The slogan proved eminently successful in this instance in building up a good and profitable business, and soon established a bulwark of good-will among the clientele toward the establishment utilizing it.

In the export trade, however, with customers so widely scattered, so far removed, and often entirely unacquainted with the home factory and export office - their inner workings. guiding policies, and personalities - it is very difficult to apply such a principle, states a writer in a recent issue of Commerce Reports. The necessary personal relationship and propinquity do not exist. Yet, approaching the subject from another angle, it is distinctly unfair and disastrous to argue or pretend that the foreign customer or distributer is always wrong, or that the distance is too great for it to make much difference to anyone whether he is wrong or right.

Not long ago, after energetically and successfully pushing for several years a well-known American article in a certain remote foreign territory, the foreign distributer suddenly discovered that the product had deteriorated in quality almost overnight. Dissatisfied customers began and continued to return the goods, and the distributer was obliged to refund the money paid.

This foreign distributer, of course. was not long in informing the export office of the mechanical deficiencies of the product, his own financial losses, and the resultant demoralization of his business. Some months later his complaints were acknowledged. They had been referred to the factory. Another six months intervened, and then the export manager addressed to the distributer in question a form letter (for all distributers) admitting the mechanical deficiencies of the product and reporting that the factory was improving its processes and obtaining new sources of raw material.

Today, four months after the export manager's form letter arrived in the field and just a year after the foreign distributer had discovered the trouble, the difficulties are still unsettled. No restitution whatever has been made for the distributer's lost profit on a year's good business—to say nothing of his losses on reaccepted defective goods and general loss of prestige.

In other words, the factory and the export office, even though they have admitted that the mistake is entirely theirs, have gone no further. They have not attempted to settle promptly a just claim. The foreign organization is demoralized.

1

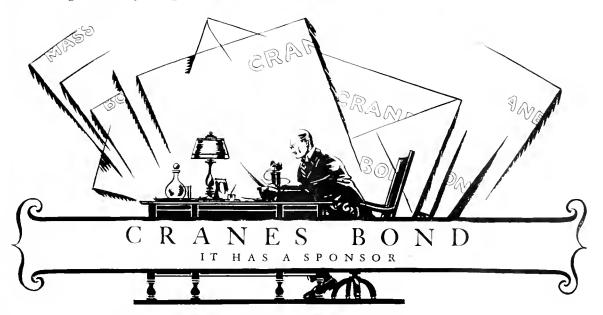
## Many a Business Executive Has Said It

If you ask any business man if he is interested in his stationery he will say virtuously, "I am always interested in seeing that good purchases are made."

Or something like that. It is the exceptional man, however, who stirs himself enough to go into such a subject as the general business letterhead —in a really thorough way.

But when somebody *has* done this you can always tell it, because the business is presented so well. Fine paper and a good legend make impressive business stationery, and fine letterheads are *always* a good investment.

To the executive in charge of purchasing: Ask your engraver, lithographer, stationer, or printer for specimen sheets and estimates on Cranes Bond No. 29.



CRANE & COMPANY INC. DALTON, MASSACHUSETTS

# "Making More Money in Advertising"

By W. R. Hotchkin

Just published!

A book devoted to the stimulation of the copy-writer, chiefly showing how power to develop desire for the goods is created in the mind of the reader.

Also telling the man who pays the bills what should be contained in the MESSAGE that is printed in the costly space that he buys.

This book does not intrude on matters of typography, illustration, or mediums. It is almost wholly confined to the author's two specialties—merchandising and COPY.

Mainly for workers on the job; but with a special section for beginners in advertising writing.

A book created out of the quarter-century experience and study of the author as Advertising Manager ten years for John Wanamaker, New York; three years for Gimbel Brothers, New York, and a dozen years as promotional writer, counsellor and critic for hundreds of stores in the United States and Canada. Nuthor of "The Manual of Successful Storekeeping" and "Making More Money in Storekeepand a frequent contributor to "ADVERTISING & SELL-ING."

The book presents a graphic picture of retail advertising and merchandising processes that should be interesting to all agents whose clients' products are sold in stores.

The copy ideas and stimulation will prove quite as valuable for National Advertising as for local.

#### Price, \$3.

Published and Sold by the futhor—

W. R. Hotchkin, Associate Director, Amos Parrish & Co., Suite 807, Farmers Trust Bldg., 175 Fifth Ave., New York, N. Y.

## Solid and Fluid Facts

#### By R. O. Eastman

HERE are two kinds of facts in advertising and marketing, as in everything else: those that, once proved, are true for all time, and those that change as business conditions change. We may call these "solid" and "fluid" facts.

A solid fact is like the law of gravitation. It was a fact yesterday and you know it will be a fact tomorrow. A fluid fact is like the fact that yesterday was Wednesday; that last year was 1924—they were facts once but are not now.

Many advertisers are building their advertising upon fluid facts that they have never stopped to check, things that were true in 1924—or, more likely, in 1920—but are extremely doubtful in this year of 1926. Changing business condition, demand that they bring themselves up to date.

There is a great temptation, once you have made a market survey and determined that certain things were true with regard to your product and its market, to heave a sigh of relief and say, "Well, that's settled," when many (and, in fact, most) of the things that are so established are "settled" only for the time being. They are fluid facts. When conditions change they are facts no longer.

Let us say you have made a thorough market survey, two, or three, or four years ago; so thorough that the facts you then established were beyond debate. Here are some of the things that you need to reestablish to bring yourself up to date on the fluid facts and avoid advertising and selling to a 1926 audience in terms of 1920.

In that survey of five years ago you determined the reasons why people bought your goods, and you found a pronounced disparity, perhaps, between the reasons why they bought your goods and the reasons you had why they ought to buy. You discovered the reasons why other people bought your competitors' goods instead of yours, and you discovered why people switched from your product to others, or from others to yours, and you took advantage of that discovery in your advertising. You also discovered, possibly for the first time, your true per eapita consumption—for the

true per capita consumption must be weighted, in the case of a consumer product, by the consideration of the average number of units consumed. But that was the per capita consumption of 1920. You, and likewise your competitors, have done a lot of advertising since. Fluid facts, all of these. What are they today?

You learned that there was a kind of turnover other than those you had been accustomed to talk about: namely the factory turnover, the jobber turnover and the dealer turnover. You discovered your consumer turnover, or the proportion of users that you lost each year, and that you had to make up for in the succeeding year, before you began to pile up your increase (if you made any increase). But your consumer turnover varies with the satisfaction given by your product and the general effectiveness of your advertising. What was true of 1920 may not be true of 1926. Again you need to check up.

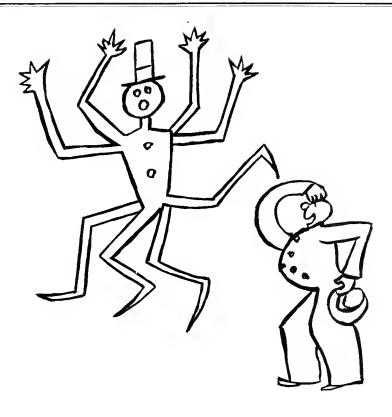
If you were selling a specialty you determined your real performance in competition—the proportion of times you secred on each of your competitors when both yours and your competitors' products were considered, and the proportion of times you lost out to competition, together with the reasons why you won or lost.

But to base your 1926 sales and advertising effort upon those facts is directly equivalent to attempting to dope the 1926 performance of the major baseball leagues on their 1920 results.

You discovered the results of your advertising, as expressed in terms of familiarity with your brand or product, and the goodwill of trade and consumer. But that was only the condition that obtained in 1920. Where have you arrived today?

At the same time you measured the results of your competitors' advertising. But the relative positions which they occupied six years ago are not necessarily typical of their positions in the market today. Some have slipped, others have forged ahead. Who are they?

One of the things of particular consequence that you found out was the proportion of business brought



#### PUBLICITY US ADVERTISING

The expression "nine day wonder" sets the limit to the time the human mind will gape at anything. But advertisers are constantly beset by the idea of doing something that will be talked about. They are impatient with the slow and none too exciting methods by which the flow of goods to the public is maintained. They seek a short cut, a northwest passage to publicity. They try to link their goods up with some passing craze, unmindful of the eternal lesson that all passing crazes pass. Why, two firms came to legal blows over the right to use the name Tutankhamen as a trade mark because people happened to be talking about him at the moment. And now who knows who old Tut was?

## Advertiser's Weekly The Organ of British Advertising

The only weekly paper in the British Empire exclusively devoted to Publicity.

The only Advertising Publication in Great Britaingiving audited net sales figures.

Published for all who wish to be informed on British advertising and its development.

9

Subscription \$5 annually, post free. Advertisement rates on application to

New York Office

9 E. 38th St.

N. Y. City

New England Office—c/o Mr. Frank E. Willis, 148 State St., Boston, Mass.

by your advertising which you actually secured. For you discovered the proportion who expected to buy your product when they replaced or renewed what they had, and against that the proportion who actually did buy it. And you found a discrepancy which proved that a material portion of those whom you sold through your advertising were not sold by your dealers or agents or salesmen. This served to measure, to a certain degree, the imperfections of your sales methods and policies. You made certain changes in an effort to stop the leak. With what success?

The satisfaction given by your product or service—the complaints of customers and how well you had met them—the real strength or weakness of your distribution, advertising, selling, service, representation—the attitude of your trade toward your product and policies—all these are fluid facts. Once proved, they need to be checked and rechecked if you are to keep your business strictly up to date in every sense of the term.

## Self-Consciousness in Advertising

By J. D. Adams

HE plague of advertising is self-consciousness.

Put your finger on any obvious silliness and then trace back to causes. Always you will discover a shricking ego.

The face on the sole of the shoe, the great factory that grew from a one-story shack, the egregious boasting masquerading as institutional advertising, the passion for publicity of multi-millionaires—all are manifestations of this corrosive evil of self-consciousness.

What is advertising, anyway? It is a quiet communing between a product and a desire, between a slice of ham and a palate, a car and a prideful love of motion, a face cream and a yearning for conquest, furniture and snobbery, a can of talcum and the love for a baby. That is all it is. When the product has made its appeal, has woven its charm, has impressed its desirability, advertising has done its full duty. It can do no more. Good advertising does not attempt to do any more.

The folly of spending a fortune each year merely to gratify the vanity of an individual is responsiThe constant companion of the sure-minded advertising man is—

## STANDARD RATE & DATA SERVICE

It fortifies him in his work—during his conferences with boards of directors, officers, sales managers, and at sales conventions — through every detail preceding and during the actual selection of advertising mediums!

(Send for your copy of "Be Him")

HEE	THIS	IDAN
1136	1013	 JPIJN

#### Special 30-Day Approval Order

Special	30-Day Approval Ord	
STANDARD RATE & DATA SERVICE, 536 Lake Shore Drive, Chicago, Illinois.		192
issued since it was published for "30 days" use the cost of one year's subscription. The issue	py of the current number of Standard Rate & Data e. Unless we return it at the end of thirty days yo we receive is to be considered the initial number t maintained accurately by bulletins issued every other	ou may bill us for \$30.00, which is to be followed by a revised copy on
Firm Name	Street Address	
City	State	•••
Individual Signing Order	Official Position	

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F.47	Sweetland Advertising, Inc 50
[f]	[ <i>t</i> ]
Forum	Topeka Daily Capital 7
[g]	[w] Weines Typographic Service
[8] Gas Age-Record	Woman's Wear
General Outdoor Advertising Bureau	[y]
Georgian American	Youth's Companion
Goldmann Co., Isaac	[ = ]
Gulfport Daily Herald, The	Zero 8:

ble for more wrecked campaigns than any one single cause.

Perhaps the most insidious form of this evil is the yearning of the copywriter for self-expression. He is not content to let the product do the talking but strives that the reader shall be impressed with the artistry of his phrasing, with the brilliancy of his thought.

When the reader says: "A clever guy wrote this ad," it is as disastrous as when the village wit crashes into a mixed twosome in a moon-lit arbor. The lure of the product fades into a poorly printed half-tone and crude expression. The spell is broken. A clever advertisement is just an ad.

From time to time a movement starts to advertise advertising. That is insane self-consciousness projected beyond the power of an ordinary mind to grasp. What could it accomplish?

Picture this: A woman turns to a page which flashes a message of seductive charm. It is beauty, allure, desire crystallized in glowing color and warm, appealing phrases. A subtle influence is exerted. She does not know that she is looking at an advertisement—she is feeding imagination, believing, forming a definite impulse.

Now suppose a dry, pedantic schoolmaster stood opposite and instructed her in the sort of mental reactions she should experience. She must accept the altruistic purpose of the manufacturer to serve her. She must be impressed by the obvious integrity and high-mindedness evinced by a willingness to spend \$12,000 at a crack to instruct her. She must subordinate her knowledge of values when the time for purchase comes and be influenced altogether by the name or trade mark on the selvage.

To advertise advertising would destroy its power as certainly as the charm of poetry is destroyed by class room scanning, the illusion of the stage by going behind it, the imagery of the Norman castle in the movies by seeing in Hollywood that it is just a false front and a flimsy one at that.

True advertising is an inconceivably subtle influence; infinitely more subtle than the more conventional literary forms. A love story is just a love story; poetry is an obvious sensuous appeal to well understood moods. But advertising is a spider web of logic, mysticism, hypnotism, desire, conviction, reason, emotion, faith and illusion.

It simply will not stand the blundering static of egotism.

#### Engineering Advertisers' Association Interested in Market Analysis

T the second monthly meeting of At the second monthly meeting of the Engineering Advertisers' Association, held on Oct. 11, Alexander B. Greenleaf, chairman of the Program Committee, announced that responses to a questionnaire sent to the members indicated that a great majority of them are interested in market analysis. Next in interest comes copy writing, and next budgets.

In response to the demand indicated in the questionnaire Mr. Greenleaf presented on the program for the regular monthly meeting at the City Club, Chicago, talks on "How to Make a Successful Market Analysis," by Allan A. Ackley, by Lloyd Herrold, associate professor of advertising, School of Commerce, Northwestren University. by K. H. Dixon of the R. R. Donnelly Company and the Milwaukee Magazine, and by M. J. Evans of the Republic Flow Meters Company.

It was announced by the association that with the formal action of the board of directors it has adopted a resolution that Arthur T. Lueder's plan for reducing expenses be brought to the attention of the Postmaster General and adopted throughout the country as a means for cutting the cost of postal service. Mr. Lueder, Postmaster of Chicago, has conducted an educational and publicity campaign to teach the public how to mail properly. Before the campaign started one out of every one hundred and forty-nine pieces was incorrectly mailed; since then the rate has been one out of four hundred and twenty-three.

#### Magazine Club to Have Luncheon

The Executive Committee of the Magazine Club announce the first luncheon will be given at the Hotel Roosevelt on Monday, Oct. 25, in honor of the Honorable Ogden L. Mills, the Republican candidate for Governor of New York. Congressman Mills will be introduced by the Honorable Trubee Davison, Assistant Secretary of War.

#### New York Agency Council Holds Elections

The New York Council of the American Association of Advertising Agencies, at the recent meeting of the board of governors, elected F. G. Hubbard, of Barton, Durstine & Osborn, Inc., president. The other officers are: Ray Giles, Blackman Company, vice-president; and H. M. Kiesewetter, Wales Advertising Agency, secretary-treasurer. These, together with W. W. Dickinson, Harrison Atwood, C. H. Johnson and James Mackay compose the board of governors.



Rate for advertisements inserted in this department is 36 cents a lineed in this department is 36 cents a line—6 pt. type. Forms close Saturday noon before date of issue. charge \$1.80.

Minimum

#### Position Wanted

WOMAN WRITER Seeks position on publication specializing on subjects of interest to women; has edited woman's page for prominent metropolitan newspaper; has served as feature writer for newspapers and magazines; has been fashion editor for well known fashion magazine. (Whole or part time.) Box No. 413, Advertising and Selling, 9 E. 38th St., New York City.

Willing worker with grit and originality, wants position with advertising agency or advertising, production or sales department of mercantile concern. American, 29, college and advance courses on Advertising. Six years' experience in letter writing and selling (not space). Am the kind that would rather do work in which I am interested than to be continually entertained. Will stick with right concern. Low starting salary. Address Box No. 423, Advertising and Selling, 9 East 38th St., New York City.

#### Help Wanted

#### ORGANIZATION EXPERIENCE ABILITY

We will negotiate exclusive representation locally or nationally for small specialties of merit for quantity distribution. Articles possessing features for GOOD WILL and advertising purposes of which we are largest unit distributors particularly desired. LITCHFIELD CORP., 25 Church St., New York City.

#### WANTED

ADVERTISING SERVICE EXECUTIVE By High-class, well-established advertising service corporation. This position offers an excellent opportunity for growth with a young, rapidly developing organization in the Middle West.

The man we desire is twenty-five to thirty-five years of age; college man with agency experience preferred; energetic, industrious, versatile, and able to produce a good volume of clever, punchy, attention-compelling copy.

Kindly submit full details of personality, experience and present earnings, with samples of work.

Applications treated with strict confidence and no investigation made without permission.

Address: Box 415, care of Advertising and Selling, 9 E. 38th St. N. V. C.

#### Business Opportunities

New Bulletin of Publishing Properties for Sale just out. Send for your copy. Harris-Dibble Company, 345 Madison Avenue, New York City.

#### Representatives

#### SOME MAGAZINE PUBLISHER NEEDS OUR SERVICE

Systematic and intensive work combined with a large acquaintance among advertisers and agencies is required to secure business for the best magazines. We are prepared to do such work for a good growing publication. Address Box No. 419, Advertising and Selling, 9 East 38th St., New York City.

Publishers' representatives in eastern industrial centers wanted for California industrial weekly. Box 426, Advertising and Selling, 9 East 38th St., New York City

#### Multigraphing

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC. 120 W. 42nd St., New York City Telephone Wis. 5483

#### Miscellaneous

#### BOUND VOLUMES

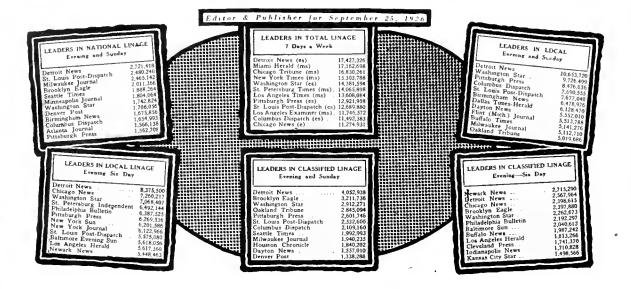
A bound volume of Advertising and Selling makes a handsome and valuable addition to your library. They are bound in black cloth and die-stamped in gold lettering. Each volume is complete with index, cross-filed under title of article and name of author making it valuable for reference purposes. The cost (which includes postage) is \$5.00 per volume. Send your check to Advertising and Selling, 9 East 38th St., New York City.

#### BINDERS

Use a binder to preserve your file of Advertising and Selling copies for reference. Stiff cloth covered covers, and die-stamped in gold lettering, each holding one volume (13 issues) \$1.85 including postage Send your check to Advertising and Selling, 6 East 38th St., New York City.

## A Phenomenal Record In Advertising History

Note How "Editor and Publisher" Places The Detroit News First in Total, National, Local and Classified Advertising For First Half Year



Above is reproduced the advertising rank of the leading newspapers of America as printed in the September 25th issue of "Editor and Publisher."

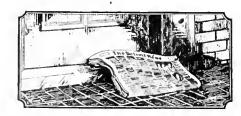
It will be noted from these statistics that The Detroit News not only led all other newspapers in America in total linage, having printed 17,427,326 lines for the first six months of this year but that The News also led all other newspapers publishing both evening and Sunday in local, national and classified advertising.

Such an achievement is unique and is all the more remarkable when one considers that in attaining this leadership The News surpassed such outstanding newspapers as The Chicago Tribune and The New York Times, both in cities having from 3 to 6 times the population of Detroit.

But in neither New York nor Chicago or for that matter in any other city of Detroit's size or larger is there any newspaper with a coverage so thorough as that of The News in Detroit. The net paid daily and Sunday average circulation of The News exceeds 335,000, and is highly concentrated in the homes of its local trading territory. Here live one-third of Michigan's total population and here are the distributing points for all merchandise.

For 53 years The News has led in home circu-

lation, and enjoyed a reader confidence that makes its columns the authoritative buying guide of the community. That, in brief, explains its world leadership in advertising this year and why for 10 other years it has been either first, second or third among the newspapers of the world.



## The Detroit News

350,000 Sunday Circulation

Detroit's HOME Newspaper

320,000 Weekly Circulation



Name

## The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference for The Editor will be glad to receive items of news for inclusion in this department for Address Advertising and Selling, Number Nine East Thirty-eighth Street, New York City



Position

#### CHANGES IN PERSONNEL

Now Associated With

Former Company and Position

Name	rormer Company and Position	Now Associated With	Position
	Lord & Thomas & Logan, New York	Manina Ca Nat Val	
W. L. Stickney	Space Buyer  McKesson & Rohbins, Inc., New York  Ass't Sales Mgr.	Same Company	Sales Mgr.
D. R. Salisbury	American Laundry Machine Co., New York Sales Mgr.	Intertype Corp., New York	Ass't to Pres.
Louis II. D. Weld	"Graphic." New York. Adv. Dept	H. K. McCann Co., New.,	Acc't Executive
H. M. Shea	Research Dept. Citrus Products Co., Chicago	Wm. Stränge Co., Chicago.	Sales Mgr.
Frank L. Parill Melville W. Erskine. James I. Taylor	Venida Hair Net Čo., Inc., New York	Drury Co., San Francisco . Drury Co., San Francisco . Resigned	Acc't Executive Acc't Executive
J. T. McCambridge	McKennee & Taylor, Inc., New York	Same Company	Vice-Pres.
	. Werner Stenzel Adv., New York	3.7	
T. P. Comeford	.The Namm Store, Brooklyn, N. Y	Resigned (Effective Jan. 1)	).
George N. Wallace	Alfred Wallerstein, Inc., New York	Charles W. Hoyt Co., Inc.	Sec <sup>3</sup> y
	Acc't Executive Ferry-Hanly Adv. Co., Chicago		
	.The Hawley Adv. Co., New York	Olmstead, Perrin & Lell-	
Harry K. Randall	.Thos. M. Bowers Adv. Agey., Chicago	Crosley Radio Corp., Cin-	Business Mgr.
	Acc't Executive Overlmo Co., Ft. Wayne, Ind		
	. Ray D. Lillihridge, Inc., New York	Moser & Cotins, Utica,.	
	. Westinghouse Union Battery Co., Swissvale, Pa	Same Company	
	Southwestern Adv. Co., Dallas, Tex		, Dir. of Research
	. Southwestern Adv. Co., Dallas, Tex		
M. S. MacCollum	. Brooke, Smith & French, Detroit	The Jay H. Maish Co Marion, Ohio	Prod. Mgr.
C. E. Walters	Ass't Prod. Mgr. The Koch Co., Milwaukee	·· Hannah-Crawford, Inc Milwankee	Acc't Executive
Edwin Schickel	Acc't Executive . John Schroeder Lumber Co., Milwaukee Adv. Mgr.	Hannah-Crawford, Inc Milwankee	, , Acc't Executive
	Adv. Mgr Hannah-Crawford, Inc., Milwaukee  Prod. Dept.		
James W. Bedell, Jr	."Fashionable Dress," New York ."The Outlook," Chicago, Western Mgr	"The New Yorker," New York	, . Adv. Staff
	. Lyon & Healy, Chicago, Merchandise Counselor	Auspitz-Lee-Harvey	
John Schiller Eugene B. Peirsel	."Public Ledger," Phila	"The Farm Journal," Phila "Cosmopolitan" New York	Adv. Dept. , .Western Staff
P. R. Hume	. Keeshen-Garland Agency, Miami, Fla	The Tauber Adv. Agency, Inc., Washington, D. C.	Acc't Executive
Ben I. Butler	.Porter-Eastman-Byrne Co., Chicago	Fred A. Robbins, Inc Chicago	Ace't Executive
	.Lord & Thomas and Logan, Chicago	J. R. Hamilton Adv. Agey	
	Cramer-Krasselt Co., Milwaukee	Maytag Pacific, Inc	
	Fuller & Smith, Cleveland	Manning & Greene, Inc Cleveland	
Theodore B. Meizger	. Chamber of Commerce, Buffalo, N. Y., Adv. Mgr.	"Monument & Cemetery Review," Buffalo	Adv. Mgr.

## The Georgian Honored by Georgia

THE Georgia Press Association, representing the newspapers of the entire state, in convention assembled on September 25th, awarded the Sutlive Cup to The Atlanta Georgian-American—"in consideration both of work done and of the program mapped out for the future—a work of faith and of tireless energy, with an end in view no less than the great destiny of Georgia."

## The Georgian-American is playing a recognized great part in the South's advancement so

The circulation of The Georgian-American is *going home* to this great and growing market of the South.

For the six months ending September 30, 1926, the average daily circulation of the Georgian was 60,773 34,135 of which comprised the circulation in metropolitan Atlanta.

The Sunday-American, for the same period, an average weekly circulation of 126,103 – 30,361 of which was in Atlanta.



The Sutlive Cup 1926

Donated to the association by W. G. Sutlive,
Managing Editor of the Savannah Press,



ATLANTA, GEORGIA

F. A. WILSON-LAWRENSON
PUBLISHER

ROGER M. REYNOLDS ADVERTISING MGR.

#### REPRESENTATIVES

NEW YORK W G HOBSON 2 Columbus Circle DETROIT

IRANKLIN S PAYNE
General Motors Building

CHICAGO F. E. CRAWFORD Hearst Building



## Advertising - The NEWS DIGEST - Issue of Oct. 20, 1926



#### CHANGES IN PERSONNEL (Continued)

Name	Former Company and Position	Now Associated With Position
	Ferry-Hanly Adv. Co., Kansas City, Mo	F1 431.
	. "Tobacco Leaf." New York. Ass't Adv. Mgr	"United States Tobacco Adv. Mgr.
H. E. Bredemeier	Sereiber Products Corp., Buffalo, N. Y	. Amcoin Coffee System, Sales Mgr.
Bruce M. Phelps	Sales Mgr. Duplex Printing Press Co., Boston Eastern Rep.	Same Company, Miami Southern Rep. Fla.
T. O. Huckle	"Daily Ypsilantian Press." Ypsilanti, Mich	"Cadillac Evening News,". Mgr. and Owner
Waldo Hawxhurst	Business Mgr. "Ilarper's Bazar," New York Eastern Office	.Same Company, Chicago Western Mgr.
Robert Carnahan	. 'Harper's Bazar." New York	.Same Company, Chicago Western Office
	.Hupp Motor Car Co., Detroit, Mich	
Charles D. Hastings	Hupp Motor Car Co., Detroit, Mich	.Same Company
Henry H. Contland	"Courant," Hartford, Conn	.Same Company
1 Maria	Britton Gardner Printing Co., Cleevland	\:\ 1
Sydney Gates	."Pioneer," St. Paul, Minn	"Star," Seattle, Wash,, Adv. Mgr, The Read-Taylor Co, Adv. Dept.
Robert Leesou	Adv. Mgr Universal Winding Co., Boston, Mass Treas.	.Same Company
J. Ross Duggan	.The Standard Corp., Chicago	Same Company Yice-Pres. in Charge of Sales
Harold Murray	Nichols-Évans, Cleveland Fomite-Childs Corp., Utica	Dunlap-Ward, ClevelandAcc't Executive Case-Shennard-Mann Pub. Western Man
John M. Williams	Adv. Mgr. & Ass't Gen. Sales Mgr. "Architectural Record," New York Western Mgr.	.The Buchen Co., ChicagoSpace
	.Federal Electric Co., Chicago, III	
	.The Jewell Tea Co., Chicago	. "Architectural Record"Western Mgr.
	.McCawley & Co., New York	"Chain Store Age"Mgr. of Chain Merchandise
	.The Manternaeb Co., Hartford, Conn	. Charles W. Hoyt Co Western Mass. Mgr.
	."Guard," Eugene, Ore., Adv. Mgr	.M. C. Mogensen & Co., Ass't to Gen. Mgr.
Fred L. Hadley	McKinney, Marsh & Cushing, Inc., Detroit	Roche Adv. Co., Chicago., Copy
		Ohio

#### CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
The Splitdorf-Bethlehem Electrical. Corp.	Bethlehem, Pa.	Magnetos, Etc.	·
International Silver Co (Effective Jan. 1, 1927)			
		$Terminals,\ Etc.$	H. E. Lesan Adv. Agey., Inc., New York
Copper Bros. & Zook	Vappance, Ind	" Napanee" Dutch Kitchen Cabinets	Lamport-McDonald Co., South Bend, Ind.
The Diamond Chain & Mfg. Co	Indianapolis, Ind	"Diamond" Steel Roller Chains	George J. Kirkgasser & Co., Chicago
American Radio Engineers	Chicago	. Correspondence Course . in Radio Engineering	Hurja-Johnson-Huwen, Inc., Chicago
Keystone Radio Laboratories	Chicago		. Hurja-Johnson-Huwen, Inc., Chicago
Edward Thayer Monroe			
			The Laurence Fertig Co., Inc., New York
·		.1le & Mineral Water	
			The Carpenter Adv. Co., Cleveland
Campbell Transmission Co			
Alden Mfg. Co			

# CINCINNATI TURNS TO THE POST

In the past two years there has been a marked change in the reading habits of the people of Cincinnati and suburbs. In that time the city and suburban circulation of The Post has increased 43,286. This changing of reader opinion is undoubtedly the greatest circulation achievement in Southern Ohio newspaper history.





#### THE TWO-YEAR RECORD

* * * * * *	1 11 0-	TEATH RE	CORD
		Total Circulation	City and Suburban
Sept. 30,	1924	162,073	100,582
Mar. 31,	1925	166,615	103,877
Sept. 30,	1925	185,142	115,778
Mar. 31,	1926	192,464	121,363
Sept. 30,	1926	205,359	129,764

TOTAL CIRCULATION

September 30, 1926 . . . . . . . . . . . . 205,359

CITY AND SUBURBAN

September 30, 1926 . . . . . . . . 129,764

### THE CINCINNATI POST

Southern Ohio's Greatest Newspaper

Member A. B. C.

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York



## Advertising • The NEWS DIGEST • Oct. 20, 1926

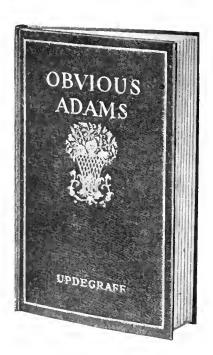


	CHANGES IN AGE	NCIES AND N	IEW ADVERTISIN	G ACCOUNTS	(Continued)
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Name	. Address	Product	Now Advertising Through
			layJ. Walter Thompson Co., Inc., New York
	Corp Detroit, Mich	"Kelvinator" Refri ators and "Vize Crown Cabinots	
		'Ground Gripper'' Shoes	Frank Seaman, Inc., New York
Corp.		"Prestone" Auti-Fr Mixture "Py Gas, and Other ical Compounds	
Delpark, Inc	Newark, N. J	"Delpark" Underu Collars and Ties	cear, The Caples Co., New York
The Society for Electric	al DevelopNew York	Llectric Refrigerati	ionCalkins & Holden, Inc., New York
Portland Cement Associ The Bennett Organ Co. The United States Prod Olde Tyme Sansage Co. Bonner Electric Co National Equipment Co	Rock Island, III, ucts Co. Pittsburgh, Pa. Ann Arbor, Mich. Minneapolis San Francisco, Cal.	Organs Abrasives Sausage Radio Accessories "Sphinx" Automob	
The Monarch Co Wm. Sellers & Co., Inc The American Hammer Ring Co.		Heating Appliance Automotive Specia Machine Tools Automobile Access	ttiesThe Harm White Co., ClevelandThe McLain-Simpers Organization, Phila. sories.G. W. Brogan, Inc., Towson, Md.
The Stuart Products Co.		Radio Batteries	ttiesThe Konyon Co., Boston Pickus-Weiss, Inc., Chicago The Robbins & Pearson Co., Columbus, Ohio
The Puget Sound Savin	gs & LoanSeattle, Wash	Finance	Hall & Emory, Inc., Portland, Ore.
The Reinhard Bros. Co H. K. Jacobs & Co., Inc. Alvin Silver Co	Sag Harbor, N. Y. D., Inc	."Betty Lee" Dress Silverware ."Emery Shirts" .Building Materials .Raw Furs ."Arabia Ginger A. .Oriental Rugs 	es Foote & Morgan, Inc., New York Calkins & Holden, Inc., New York The Joseph Katz Co., Baltimore Hawes-Campbell Adv. Agency, Chicago Ross-Gould Co., St. Louis Lew Wood, Putnam & Wood Co., Boston, Mass. Spector & Goldensky, Phila, Doremus & Co., New York G. M. Basford Co., New York Hicks Adv. Agey., New York Ilenri, Hurst & McDonald, Chicago
Sheldon Axle & Spring The Pope Products Co.	Co	Electric Refrigerate Automobile Bump "Ride-Easy" Spring Buots	
De Jur Products Co William Sellers & Co. I Holmes Disappearing B Moffatt-Ross Corp		W. J." Boiler Clee Radio Accessories Machine Tools Beds "Foot-Tone" Foot Remedy	, Hurja-Jounson-riuwen, Inc., Cincago
		Phonographs	dThe Irwin L. Rosenberg Co., Chicago
Huntington Palisades . Boericke & Runyon The Philadelphia & Re	Los Angeles, Cal San Francisco, Cal ading RailPhiladelphia	Community Adver. Homeopathic Rem Railroad	The Irwin L. Rosenberg Co., Chicago tising Smith & Ferris, Los Angeles, Cal. edies, Smith & Ferris, Los Angeles, Cal. Tracy-Parry Co., Philadelphia
Aeroshade Co			Klau-Van-Pietersom-Dunlap-Younggreen, Inc., Milwaukee
			Klau-Van-Pietersom-Dunlap-Younggreen, Inc., Milwankee
		— Heating Systems	er, Charles W. Hoyt Co., Inc., New York
Fitch Grossman & Co. Southern Development Toyo Shovu Mfg. Co		Blaisdell Paper Pe Finance Grapefruit Develop "Toyo" Sauce	encils Charles W. Hoyt Co., Inc., New York, Charles C. Green Adv. Agev., Inc., Phila, oment.l ogan & Stebbins, Los Angeles, Logan & Stebbins, Los Angeles, Logan & Stebbins, Los Angeles

<sup>\*</sup>This agency will place magazine advertising. The Porter-Eastman-Byrne Co., Chicago, continues to direct its newspaper advertising.

## When E. M. Statler Read "Obvious Adams"



## -He immediately ordered copies sent to the Managers of all his Hotels

IKE many another high-calibre business man he recognized in the story of Obvious Adams, the sound philosophy that makes for business success, whether the business be writing advertisements, managing a department or running a great metropolitan hotel.

An "obvious" man himself Statler wanted his managers and their assistants to see clearly just what it is that keeps a business on the ground and makes profits. So he sent each of them a copy of this little book, written several years ago by Robert R. Updegraff as a story for the Saturday Evening Post, because he saw that it would crystallize one of the biggest and most important of business principles and make it graphic and unforgettable—give it to them as a working tool.

For this same reason advertising agencies, newspaper publishers, bankers and business men in many other lines are purchasing **Obvious Adams** in quantities at the new wholesale prices to distribute broadly through their organizations, to executives, department heads, salesmen, and office workers.

Have your people read it? Wouldn't it be a good business investment?

#### Quantity Price List

- 500 copies or more, 40c per copy
- 100 copies or more, 44c per copy
- 50 copies or more, 46c per copy
- 25 copies or more, 48c per copy
- 10 copies or more, 50c per copy Single copies, 55c postpaid

### KELLOGG PUBLISHING COMPANY

30 Lyman St.

Springfield, Mass.



## Advertising • The NEWS DIGEST • Oct. 20, 1926



#### CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Address	Product	Now Advertising Through
General Instrument Corp			
Sasieni	London, England	Pipes	Groesbeck-Hearn, Inc., New York
The Homestead Mills	. Milwaukee	Lace - Curtains	The Koch Co., Milwaukee
The Milwaukee Gray Iron Foundry.	.Milwaukee	Foundry	.The Koch Co., Milwaukee
Co.			
Latex Tire Co	Fond du Lac, Wis	$\dots Tires$ $\dots \dots \dots$	. The Koch Co., Milwaukee
Metropolitan Greenhouse Mfg. Corp	Brooklyn, N. Y	, .Greenhouses and Green	- A. Eugene Michel & Staff, New York
		house Constructio	n
		Material	
Metropolitan Coach & Cab Corp	.Cleveland	Automobile Bodies	.The Richardson-Briggs Co., Cleveland
Mountain Valley Water Co	.Cleveland	Distilled Water ,	.The Richardson-Briggs Co., Cleveland
Camp Manufacturing Co	.Erie. Pa	Soil Shredders	.Paul Teas, Inc., Cleveland
Common Brick Mfr's, Ass'n	, Cleveland	Bricks $$	.Dunlap-Ward Adv. Co., Inc., Cleveland
Kelley Island Lime & Transport Co	Kelley Island, Ohio .	.,Lime	Dunlap-Ward Adv. Co., Inc., Cleveland
Moorman Mfg. Co	.Quincy, III	, "Mineral Feed,	. Wade Adv. Agev., Chicago

#### **NEW PUBLICATIONS**

Name	Published by	Addreess	First Issue	Issuance Page Type Size
Northwest Construction	CatalogChapin Publishing .	215 So. Sixth St	Minneapolis. Jan. 1, 1927.	Annual 7x10
	Co.			

#### NEW ADVERTISING AGENCIES AND SERVICES, ETC.

Daniel R. EllingerGrand Rapids, MichAdvertising	Daniel R. Ellinger
The Entee CoSt. Paul & MinneapolisAdvertising	R. R. Noland
Needles Advertising Public Ledger Bldg., Phila Advertising	Leonard G. Needles
Service Inc	

#### PUBLICATION CHANGES AND APPOINTMENTS

"The Outlook," New York
"Big Ten Weekly" Appoints Boulden-Whittaker Co., Inc., as its National Advertising Representatives.
except in Illinois and Wisconsin. In these two territories, M. C. Kite, Chicago,
will handle the advertising.
The "Georgian" and "Sunday American" Have appointed Bryant, Griffith & Brunson, Inc., as their Southern Advertising
Atlanta, Ga. Representatives.
"Daily Reporter" and the "Daily Com Have merged into the "Commonwealth Reporter"
monwealth," Fond Du Lac, Wis.
Elmer E. Clark
paper to K. A. Engel and W. T. Sitlington.
"Capital News." Boise, IdahoAppoints Gilman, Nicoll & Ruthman, Chicago, as its National Advertising Repre-
sentatives.
"Tidings" Ashland Ore Appoints M. C. Magansan & Co. Souttle as its National Advertising Representatives

MISCELLANEOUS
Lindenstein-Kimball Inc., New York
Bailey & Walker. Chicago
H. E. Lesan Adv. Agcy., Inc., New York llas become affiliated with the Hamman group of agencies on the Pacific Coast. This affiliation brings the following agencies together as a unit: H. E. Lesan Adv. Agcy., Inc., New York and Chicago; Lesan-Carr Adv. Agcy., St. Petersburg, Fla.;
K. L. Hamman Adv., Inc., Oakland, Cal.; Johnson-Ayers Co., San Francisco; L. S., Gillham Co., Los Angeles & Salt Lake City, and Crossley & Failing, Portland, Ore.  The Associated Business Papers, Inc., Announces that "Bankers' Review," New York, has been admitted to membership.  New York

#### **DEATHS**

Name	Position	Сотрану	Date	
Charles J. Kiger		McKesson & Robbins, Inc	New York Sept. 30, 193	26
Fred C. Coleman	— Sales Mgr <b>.</b> Adv. Solicitor  ,	Paul Block, Inc., New Yo	rkOct. 4, 1926	j

ITH the growing trend towards individual market analyses and the use of new papers by national advertisers the Business Survey of The Chicago Inhune presents on this page highlights and minutial of zone marketing, the Chicago Territory, and of The Chicago Inhune

## From the

"Then it's Tommy this, an' Tommy that, an'
"Tommy 'ow's your soul?"
But it's 'Thin red line of 'eroes,' when
The drum begins to roll."

IN a mechanical age and in one in which industry and commerce have swept humanity up to "sweeter, cleaner airs" it is passing strange that statecraft should continue to strut the pages of history in solirary splendor. The battles of commerce and the triumphs of science are more epic and more leavening than intrigue and the yeasty ambitions of another grand vizier.

The decadence of the military enterprise of a Caesar led to the wars in which fat burgomasters dictated terms. By a thrust through center commerce followed up its advantage. The traditions of Alexander are broken. Histories need new molds. The older forms

Histories need new molds. The older forms are shattered. In recording the strategies of commerce, will the future chronicler and patriotic poet limn and hymn the sleepless outposts of the manufacturer, of "the thin red line of 'croes," the embattled retailers?

#### One-fifth of America

"The hout for a market for any product is about to certain kinds of people. People who are able to buy, and who are willing to buy, and also ready to buy are the one to be located for the purpose of successful advertising effort."

-PAUL T. CHERINGTON.

Selecting the tipened prospects has a further refinement—locating them in a single compact territory. It is better business to sell every other person in one town than one person in every other town.

• The Chicago territory on practically all figures of production, distribution and tesources, has one-fifth of the national total. Within reasonable limits one may say definitely that on any selected line Zone 7 will produce one-fifth of the national sales yolume.

With one-fifth of the resources and buying activity located in the Chicago territory the manufacturer should be getting at least one-fifth of his national volume in these same five states. Are you?

And, if national advertising is figured as a per cent of national sales, then Zone 7 advertising should sit in for the same per cent of Zone 7 sales. If one-fifth of the total business comes from the Chicago territory, then one-fifth of the total advertising ought to be put to work here.

#### NATIONALITIS

"He a manufacturer" wanted to extend to the inhabitants of every hamlet the boon of being able to buy his product. 'Let not even a crossroads store escape us,' might well have been his slogan.' William R. Basset, President, Miller, Franklin, Basset & Company.

#### 1 is osity

The concert of human isolation is an actioneous theory. The gnatled roots of men, formented and titillated, reach down into a common earth. Age, languorously



Tribune Torver

aloof, may simper in its exo-skeleton. But where brawly youth is, vigorous and majestic in stride, the roots go deep and wide and crack the distant payements.

The loam of the Chicago territory is rich and perfumed with youth. Through it pulse the desires and expansion of commercial life. The roots entwine and common interests join together the five states.

No less than men are cities and states, for they are but men. A market is but a region surrounding a city. It may be ten miles wide or three hundred. There is no set caliper decimal to squeeze it in. The vigor of the city, the central force that draws about itself the clustering farms and villages, may burst its municipal tether, bound only in locality by its own influences.

Such is Chicago. Like the feudal castle overlooking a rich province so Chicago dominates Zone 7. It is the metropolis of this fortunate valley, the eenter of this territory's financial, industrial and agricultural activity. To disregard this aspect when advertising and selling here is to build sales resistance.

As the influence and energy of Chicago permeate the adjacent area which may rightly be called the Chicago territory so The Chicago Tribune similarly wields a zone influence, for m 1,151 towns and cities of Zone 7, 65% of all the families read it.

A RABLY guards its justice. Two eyewitnesses of a crime must restify in the trial for a conviction. To guarantee the veracity of their recitals, they themselves are tested. In imam lightly and briefly applies a strip of white-hor metal to the tongues of each. The salivary glands of the just flow copiously and render him confidently immune! Terror parches the mouth of a false witness so that the tongue is burned and justice is protected.

Before the business bar there is no holy imam to apply the test of heated inetal to advertising plans. The Williams Oil-O-Matie Heating Corporation sought in vain. Craven tengues curled back reluctantly. But in a plan prepared by The Chicago Tribune they found the method and the proof.

Red Heroes. One-fifth of America.... Viscosity ....Nationalitis ....Arabia ..... "Dusk gray, sky kissed"....Good Hunting

## **TOWER**

The company originated in 1918. Five years of steady effort brought its 1923 sales to \$1,112,000 in its home territory—what they are pleased to call "the Chicago district." This included the states of Illinois, Indiana, lowa, Michigan and Wisconsin. In other words, Zone 7. Until 1924 no advertising had been used. In 1924 sales in the territory jumped to \$3,080,000. The company gained 414% in new dealers and 175% in sales the first year after adopting a specific method.

At the end of the second year sales had increased 230 $^{\circ}_{i}$  and dealers 673 $^{\circ}_{i}$ .

So successful was the advertising plan in the Chicago territory that it was carried to other selected markets. Williams Oil-O-Matic has built up carload points from nothing in 1924 to 23 in 1926. Its full page ads are now appearing in 77 metropolitan cities. The sales pattern, cut by The Chicago Tribune, has been adapted to high spots in the entire country.

Frigidaire, Cribben & Sexton, Holland Furnace, Union Bed & Spring, Studebaker Motors, Canada Dry, Dutch Masters, Endicott-Johnson and Celotex are among other successful users of this plan. Would you like to hear about it? Send for a Tribune man, trained in metchandising and advertising.

#### TRIBUNE TOWER

Dusk gray, sky kissed, soaring arches Springing from earth to heights of cloud, Free as the winds that blow the marches, Stately as any castle proud. Parapets tipped with silver lances Keep gleaming vivil beneath the moon-By starlight a softer beauty entrances, A fairy palace of pale mist hewn. Rising serenely beside the lake, Flushed with the rose of the early dawn, Like a lovely goddess but just awake Poised at the note of a woodland song, Day and a sentinel bravely standing Revealed in a panoply of light. Towering, watching, guarding, commandin, A banner in stone, a symbol c\_might!

LE MOUSOULTAIRE

Carven into the stone of The Tower, on a wall of the parapet on the twenty-fifth floor,



The bird dogs are out and snuf
The covey thunders up before th
paper copy, following on the hec to note analysis is bagging husiness for the town advertisers in Zone 7. The meadows and thus it
promise a full bag for the sportsman. And a sweet gun is waiting. Pack your kit and come!

Por Toor

The Detroit Fre Press

BO FRIDAY

## **EANNOUNCEMENT**

A New Company . . New Management

## UNITED FUEL & SUPPLY CO.

Organized April 6, 1926



Builders' Supplies

The new United Fuel & Supply Company carries a complete line of builders' supplies, conveniently

THIS company operates 18 fuel and supply yards 8 docks 7 steamships. over 300 motor trucks and employs more than 1,000 men and women.

Sales will always be made at prevailing market prices. High quality of products and dependability of service will be rigidly maintained.

... and fair dealing



Fuels

A complete line of fuels for all purposes, including coal and Solvay Coke always available for quick delivery.

The United Fuel & Supply Co.—a Building Supply Dealer—is but one unit of the Tremendous Market served by

## BUILDING SUPPLY NEWS

"Edited for the Merchant of the Building Industry"

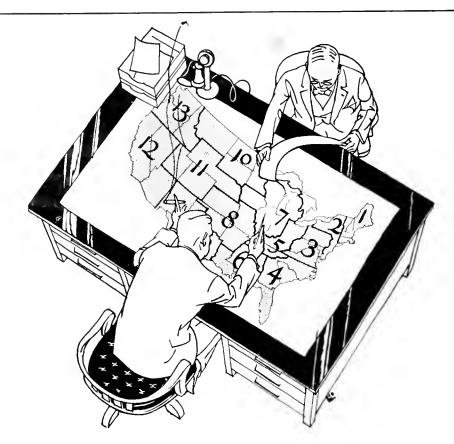
INDUSTRIAL PUBLICATIONS, INC.

407 So. Dearborn St. CHICAGO

Members: A. B. C. and A. B. P.

Cleveland

New York



### Here is the and the

RE you getting your rightful share of business from Zone 7? Here are lasts and figures that will aid you in determining the precise percentage of sales that should and can be secured in this richest of all markets in the United States:

#### Check Your Present Sales Against These Figures

Do you sell electrical appliances?
Then Zone 7 should yield as many sales as 26 western and southern states, for it has as many residential electric customers as all of them combined—3,095,350.

4re factories your customers? Then 22% of your business should come from Jone 7, for it produces 22% of the value of the nation's manu-22% of the value of the nation's manufactured products. Balanced against this fact, 18.1% of the crop value is produced here, assuring substantial property based on both agriculture and manufacturing; a point of importance, whatever you sell.

Do you make equipment for the home? -24% of all the home owners in the United States are in Zone 7.

### for Sales Quotas for Sales Costs

Do builders absorb your products?
Of all the building in the country during 1925, 22.4% was in Zone 7.

Do you sell foods or any other product with a mass market?
17.2% of the nation's population is concentrated in Zone 7 possessing 19.3% of the national wealth.

fre your sales restricted to people of larger incomes? 20.7% of the income tax returns come from Zone 7. That the population reacts to modern comforts is shown by the fact that they own 21.4% of the nation's motor vehicles.

Buying activity is the final check.
Bank debits form the best index
of that. Outside of New York 23",
of the country's bank debits are recorded by the banks of Zone 7.

Here is a market that deserves special attention in any national program. Winning it is not only worth while, but the effort and cost required are reduced to a mini-

Zone 7 is compact; easy to cover and serve. It occupies but 8.7% of the country's area Illinois, Indiana, Iowa, Michigan and Wisconsin. That its transportation

for salesmen and merchandise has no equal in the world is indicated by the 2500 package cars that leave Chicago daily.

Moreover, a single advertising medium wields a powerful selling influence throughout the territory. The Chicago Tribune reaches 90% of the families in Chicago's richest districts, 76.5% in the medium districts and 56.6% even in the poorest. There is coverage with no need of using several papers with duplicating circulations. In addition, The Chicago Sunday Tribunc is read by 60% of all the families in 1151 towns throughout Zone 7!

How other manufacturers have gained their sales quotas for this rich market in a surprisingly short time forms the rest of the story. It is worth the time of any sales executive. May a Chicago Tribune man give it to you?

NOTE:—The statistics above are based on the latest available circulation and population figures, assuming that there are 4.1 persons per family in Chicago.

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